

Tourism Innovations

A Bi-Annual Refereed International Journal

Research Papers

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Chander Mohan Parsheera



Indian Tourism and Hospitality Congress (ITHC)

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TOURISM INNOVATIONS: A JOURNAL OF INDIAN TOURISM AND HOSPITALITY CONGRESS (ITHC) is a bi-annual international referred research Journal focusing on academic perspectives in Tourism and Hospitality. Being an journal of inter-disciplinary field, the journal focuses on various aspects of tourism and hospitality like, Tourism Issues, Tourism Impacts, Eco-tourism, Sustainable Tourism, Tourism Marketing, Medical Tourism, Health Tourism, Culture Tourism, Culinary Arts, Service Operations and other tourism, travel and hospitality areas. The objective of the journal is to have a comprehensive collection of research articles and dispersal of updated knowledge and information about tourism sector.

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Editor Note

Einstein was a perfect intelligent not just because he did a lot of invention, his best part was to note down all his knowledge and preserve it, so that Future generation can use it. If you have brilliant information, share it with us and we will make sure to convert your knowledge in to a living/taking book.

We are delighted to announce the new issue of *Tourism Innovations-the Journal of Indian Tourism and Hospitality Congress*. It is truly a delightful moment to reflect the evolving issues of tourism with contemporary date, high excellence and original research papers together with significant and insightful reviews. This journal aims to be intellectually vibrant, engaging and open, and to the same time integrative and inspiring.

Over the last few decades, Tourism studies has evolved highly disintegrated and concentrated into different theme capacities, or strengths. The academics consideration has resulted in the publications of hundreds of referred articles in media. nonetheless *Tourism Innovations* is specifically devoted to evolving subjects in tourism and hospitality industry not only in India but all across the globe.

Our special thanks to all the members of the Advisory Board and the reviewers who have endlessly helped and reinforced in many ways and have given their valuable time and other commitments. Lastly, our heartiest gratitude to all the contributors for their solid support for research creativities, and all the readers who have continuously shown their interest in the concerned journal. We look forward to accept your manuscripts and fruitful response for more developments.

Chief Editors

Prof. S.P. Bansal

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CONTENTS

Research Papers

- | | |
|---|-------|
| 1. Niche Tourism: Sustainability and Marketing Strategies
Suneel Kumar, Kamlesh Attri & Shekhar | 1-9 |
| 2. A Study of Consumer Behaviour With Reference to Tourism in Himachal Pradesh
Ajit Bansal | 10-17 |
| 3. A Typology of Earth Sheltered Building - Buddhist Caves
Subhash Chandra Devrath | 18-23 |
| 4. Investigating Motivations of Domestic Tourist Participating in Adventure Activities in Manali
Prashant K. Gautam & Arun Singh Thakur | 24-31 |
| 5. Evaluating the Currency Control Measures of Government of India and its Effects on Indian Tourism Industry
Shyju P J | 32-44 |
| 6. Status of Tourism Laws at Global and from Indian Perspective
Devinder Singh, J.K. Chauhan & Yogita Sharma | 45-51 |

Research Note

- | | |
|--|-------|
| 1. Chanderbhaga River, its Ancient History and Resurgence Through Sangam Parv
<i>Chander Mohan Parsheera</i> | 52-53 |
|--|-------|

Niche Tourism: Sustainability and Marketing Strategies

Suneel Kumar, Kamlesh Attri & Shekhar

ABSTRACT

As the tourism industry is flourishing globally, it has exhausted the current tourism product offerings of every nation. To remain competitive and keep on attracting more foreign as well as domestic tourists, countries need to develop more avenues which could be provided as alternative tourism products. Moreover, threat of sustainability has increased the need for developing new tourism products which would ease out burden from existing destinations. Change in tastes and a preference of tourists has led to increase in demand of more unconventional tourism product. Niche tourism is defined as speciality form of tourism. Niche tourism products have come a long way. Earlier they were considered to be expensive and were only meant for elite section of society. Now, various forms of niche tourism have been developed worldwide which cater needs of an individual as well as groups. This paper seeks to address the importance of niche tourism in promoting sustainability and development of destinations. Further, the various types of niche tourism such as wedding tourism, luxury tourism, gastronomical tourism, Reality tourism etc. That are emerging in India have been discussed in terms of their scope and trends and attempt has been made to highlight the framework by which destinations can create an image for themselves through destination branding process.

Keywords: Niche Tourism, Wedding Tourism, Gastronomical Tourism, Destination image creation.

JEL Classification: L83

Introduction

As the number of tourists in India is increasing, its charm and attraction for the tourists is decreasing. This is because people are getting bored by experiencing the same or similar destinations for similar reasons. Today, India stands at crossroads where the world was standing few years ago. It is confused whether to continue providing what it does best, or try something where it is beginner and gain some early momentum. When the world faced this dilemma, the tourism industry decided to adapt and evolve gradually. The development is not only in terms of infrastructure, but the

products that were offered have gone tremendous changes. Gone are the days when people were tourists for religious, cultural or business purpose. Now, not only youth, but even the elder people are looking for new avenues in tourism. Today one can see innovation in the tourism industry as well. Because information can be shared so easily and also due to social media obsession, tourism products which were not even heard of before, have started emerging. Niche Tourism Markets can be defined as segments of Tourism industry which are capable of being promoted as separate products themselves. Culinary tourism,

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Wedding tourism, Luxury tourism, photographic tourism, youth tourism, Ecotourism, small ship-cruising, sport tourism, virtual tourism and space tourism are few names in the new typology of tourism industry. Increasing competition, Sustainability issue and limited resources have forced the countries to look beyond their offerings and develop niche tourism products which not only would increase their tourist inflows, but also could lead to further socio-economic development in the country. Developing Niche Tourism products serve twin purposes. On one hand, it increases the tourist inflow and simultaneously channels the domestic outbound tourism towards itself. On the other hand, it leads to development of infrastructure in new and unexplored places while simultaneously decreasing the pressure on current destinations. This way, a country could ensure not only the survival of tourism industry in long run, but also provide quality of life to its local residents. For tourists, niche tourism provides more meaningful experience

in the knowledge that their needs and wants are being met (Robinson & Novelli, 2005). As the tourists have become more demanding, it is necessary to match up to their demands. By providing what the consumer is demanding, the service provider could even gain competitive advantage over its rivals. Tourism industry contributes heavily in the economy of India. Not only in terms of GDP, its share in direct and indirect unemployment shows the importance of the sector. (Kumar, Shekhar, & Attri, 2018). Indian tourism agencies have identified the need of developing niche tourism and have started focusing on meeting the needs. Certain Niche tourism products which were opportunities for India, have now become its strengths (Shekhar, kumar, & attri, 2017). As these new avenues are being developed, it is very important to recognise the different forms of Niche tourism products which are being promoted by the agencies so as to make people aware about them.

Literature Review

Author	Crux of the Study
(Edward & George, 2010)	Conducted a case study research on niche tourism operator in the state of Kerala in promoting adventure and ecotourism. The study emphasized upon the problems that appear in the different stages while designing a plan for promoting niche tourism in the state. The study identifies characteristics of the firms which operate in a particular niche. Also the problems which these operators face were discussed.
(Ali-Knight, 2011)	With the help of destination life cycle models and destination imaging, the researcher talks about how niche tourism could lead to development of a destination. The research imparts practical benefits to the industry by giving the policy holders a glimpse of what the tourists and other stakeholders demand in respect to niche tourism. The focus of the study was mainly on wine and festival tourism in the country.
(N.Prabakaran & N.Panchanatham, 2013)	Critically scrutinised the scope of niche tourism in India. The study explored the innovative ideas that could be used for promotion of niche tourism in India. By focusing on Cruise, Medical and Film tourism, the researcher developed an insight as to how a tourist behave while consuming a niche product and how is it different from the consumption of mass tourism products. The study aims to improve the positioning of niche tourism products.
(V.Jaykumar & Fukey, 2014)	Studied upon the issues and challenges of promoting niche tourism in India- particularly the case of wine tourism in south India. The authors talks about the scope of gastronomical or culinary tourism through which a state can develop and spread its identity through out the world. The study talks about the growth of wine industry in south India and its impact on the tourism industry. The government initiatives for the same were also though upon. The objective of the study was to determine whether events such as wine festival and other promotional schemes by government are having an impact on tourist inflow or not.

(Kumar & Raj, 2015)	Researched upon the status, growth and impact of medical tourism in India. The study concluded that because of being cost effective and providing quality treatment, India is becoming an attractive destination for medical tourism. The impact of globalisation on the status of medical tourism in India was also discussed. The author concluded that presence of better infrastructure for treatment is one of the major reasons which attract medical tourists from all over the world.
(Dogra, 2016)	Evaluated Domestic Promotion and Publicity including Hospitality (DPPH) which was initiated by the Ministry of Tourism, Government of India in 2004. The study concluded that the scheme launched was able to full fill all its objectives but the niche tourism products demands for better efforts from ministry in terms of the product development as well as marketing efforts used.
(Gupta, 2016)	Identified the scope and trends of Reality tourism in India and other parts of the world. The study discussed the various positives and negatives of promoting reality tourism in India. The author considered various parameters and determined the satisfaction level of the participants in such type of tourism. The research concluded that reality tourism had positive impact on the life of slum dwellers and their income.
(Rahane & Raju, 2016)	Discussed upon the changing paradigm of tourism industry in India. The authors identified the scope of wellness and medical tourism as an alternative source of tourism in the country. The objective of the study was to determine the direct and indirect impact of promoting wellness tourism as niche tourism product on different stakeholders. Also, the impact of various initiatives taken by government of India for promoting such tourism was also studied on.

Research Objectives and Methodology

The objective of this paper is to identify the various emerging forms of niche tourism products in Indian tourism industry. Further, the impact of promoting niche tourism on the sustainability and development of the destination is identified. The government initiatives for promotion of niche tourism are discussed and framework for destination branding process is discussed.

Data Collection: The data used for this purpose is secondary in nature. It includes previous studies, reports from Ministry of Tourism, Government of India, Tourism reports of different states of India, reports of Brand Equity Foundation, reports of FICCI and other online and offline articles.

Impact of Developing Niche Tourism Products

Niche tourism development will have two positive implications. On one hand pressure from overloaded destinations can be reduced by shifting some burden to some other appropriate location, on the other hand, infrastructure at new destinations could be developed which would lead to economic development and prosperity in the country.

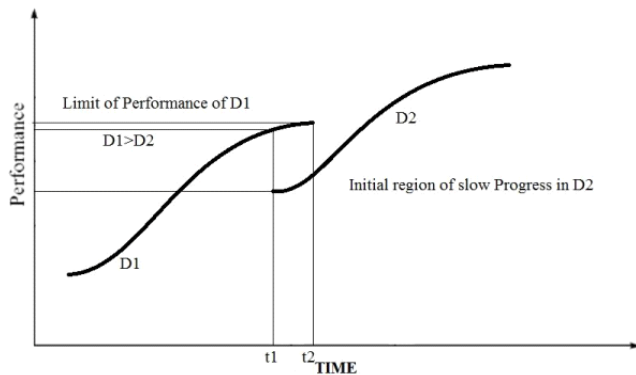
Sustainable Tourism Development- By developing various niche products, sustainability can be promoted in the exhausting and over loaded tourism industry. If a new product is developed, authorities can transfer burden of tourists from exhausting tourism destinations to new destinations. This could be achieved through Destination Discontinuity Model.

Destination Discontinuity Model

On X axis there is time frame which shows the time period of growth for a destination. On Y axis it is performance of the destination. The destination over a period of time performs like a product behaves during product life cycle. When destination reaches to its saturation level, the destination start losing more growth options and tourist inflow can not be increased further. This is the time when a destination must be discontinued and efforts must be made for sustainable development of the destination while simultaneously looking for new tourism destination.

When a destination (D1) reaches its performance limit, then there is requirement to search for other destination (D2) which can help to discontinue the prior destination or divert the tourist inflow. The new destination could be

developed through effective destination branding process and by following the techniques such as Destination Incubation. Also there is a need to make the new destination market ready before discontinuing a destination. A new destination will attract higher tourist inflow if there is effective advertising and if more focus is given at initial stage on local tourism than foreign tourist arrival.



Emerging Trends of Niche Tourism in India

Ministry of tourism in India has started focusing on developing alternative tourism. Strong demand coupled with the socio-economic benefits it provides has boosted the development of niche tourism products in India. India started with medical tourism and because of its cost advantage and high standard infrastructure; it has acquired leadership in that sector. Similar circumstances lie before country today. The opportunities present themselves before the country ready to be exploited. It is now on the agencies on how much they can extract from the opportunities. Several niche tourism products which are emerging or have established themselves as proper tourism products in India are as follows-

Gastronomical Tourism

It is also known as food or culinary tourism. It is defined as tourism for the sole purpose of exploring the food items. It is about what is unique, authentic, and memorable about the delicious stories a destination has to tell. This includes farmers, cheesemongers, fishermen, brewers, winemakers, and everyone in between. With food lovers ready to travel to new lands to satisfy their taste buds, culinary tourism

offers a great opportunity for India to diversify its offering to tourists. Similar to its geographical diversity, India offers diversity in cuisines as well (kumar, shekhar, & attri, 2018). India has made progress in terms of culinary tourism most prominently in southern states where wine tourism is on a roll. Similarly, it can improve its status in the north east region which is not only rich in geography, but has a lot to offer in terms of cuisines which are relatively unknown to the rest of the country. Every state in the country has some speciality and which could be exploited by efficient marketing strategy.

Wedding Tourism

It is defined as travelling outside the residence of both bride and groom for purpose of wedding. Another term used more commonly for the same is Destination wedding. Because of rise in disposable income of middle class, as well as promotion of destination wedding in movies and TV shows, Wedding tourism is on roll in India. Emergence of wedding planners and supportive infrastructure, wedding tourism is emerging as one of the top niche tourism product in the country. As per reports by FICCI, wedding tourism market in India is of about Rs.23438 crores and is expected to grow to Rs 45000 crores by the year 2020. Cities like Jaipur, Udaipur, and Jodhpur in Rajasthan, Goa, Himachal Pradesh, and Jammu & Kashmir are among the top choices for destination weddings in India. Aamby valley city, Ramoji film city are also few spots which have been well established as hotspots for wedding tourism in India. However, wedding tourism lacks planning on government behalf. There is need to develop a committee or nodal agency for wedding tourism which would develop guidelines and standards for the same. There is need to have market research for monitoring the demands and trends in wedding tourism so that India could meet the high demands of NRIs and foreign nationals.

Reality Tourism

Reality tourism is defined as visits to the places that genuinely express the true and honest picture of life in that country. For example- Dharavi Slums of Mumbai have become a

widely popular reality tourism destination. This form of tourism is gaining popularity because it lets the tourist feel the socio-economic development impulse and not just the bright side of a country. It includes Slum tourism, Bicycle tours, street food tours, Bicycle tours, Village tour etc. Reality tourism could prove to be economically beneficial for the under developed sections of society. By training the locals as guides, photographers or Tourism Service Provider, the government could provide them with a source of livelihood. Also, spending by these tourists can act as a source of income for the slum dwellers. As per previous studies, slum market in Dharavi is worth US\$650 million. This shows the huge potential reality tourism could offer for economic development of the area if properly developed.

Golf Tourism

With more and more golf courses and clubs being built, golf has become a major growing sport in India. The rising popularity for golf among foreigners in India is that Indian weather can support golf for more than 90% days in a year. Recognising its potential in attracting the foreign as well as domestic tourist, government of India has developed exclusive guidelines for promoting golf tourism as niche tourism product. Various reports and studies have suggested that a golf tourist spends 20-30% more than a normal tourist. Thus, by increasing the number of foreign golf tourists, India can increase its share of foreign exchange earnings by high amount. The India Golf Tourism Committee is made the nodal agency for golf tourism in the country. The government would also provide financial assistance for organising approved golf events in the country. The Large Revenue Generating scheme incorporates the mission of developing golf infrastructure in the country in PPP model. The ministry of tourism would provide financial assistance under Marketing Development Assistance scheme for promoting golf tourism by organising workshops, events, meets and seminars. By providing training to the Golf Tourism Service Providers, the ministry can well incorporate the vision of Skill India Mission.

Wellness Tourism

It is defined as travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities (Dimon, 2014). The objective of wellness tourism is to improve and maintain health and quality of life. Wellness tourism is the fastest growing niche in the country. As per latest reports, India ranks 12th in wellness tourism industry. Wellness tourism in India is not a new concept. The famous music band, Beatles once visited Maharishi Mahesh Yogi in 1969 in Rishikesh for serenity and spiritual growth. Famous personalities such as Mark Zuckerberg, Oprah Winfrey and Mia Farrow are some of the names who were or are frequent visitors to India for wellness tourism purpose. As per International Chamber for Service Industry, a wellness tourist spends about 130% more than a normal tourist. Studies have suggested that this sector comprises majorly of domestic tourists living in metro cities who in search of mental peace want to visit places which could provide them some relaxation. AYUSH, acronym for Ayurveda, Yoga, Unani, Siddha and Homeopathy, is indigenous to India. As India has started promoting wellness by celebrating Yoga Day every year, the number of tourists coming to India for wellness purpose is bound to increase.

Dark Tourism

Dark tourism is defined as travelling to those places which have been associated with death due to natural or man caused tragedy. Such type of unconventional tourism is on a roll amongst youth in the country. Because of tendency to take on challenges and fearless attitude, they try to visit such places. Older people have started visiting such places in remembrance of their deceased people. Because of growing social media influence on our lives and promotion of dark tourism through movies, this sector has started growing well in India. Several places such as Bhangarh fort, cellular jail, Jallianwala Bagh, Residency have attracted tourists because of their association with tragedy. Government and nodal agencies too have identified the potential of Dark Tourism in India and has started schemes for it. Madhya

Pradesh government recently decided to open up a museum at the place where gas leak killed hundreds of people in Bhopal. Similar initiatives have been undertaken by government in Rajasthan and Punjab who have placed key emphasis on developing their tourism strategies encircling the dark tourist spots.

Halal Tourism

Halal Tourism is related with providing tourism facilities which are in accordance with the beliefs and practices of Islam. It involves offering tourism products that are exclusively built to cater the needs of Muslims. Several places in India such as Hyderabad, Delhi, Kerala, Karnataka, Agra etc. are home to multiple Islamic shrines. Various Muslim tourists from different parts of the world visit these places. Thus, by building up infrastructure that is according to their beliefs, India has attracted large number of such tourists especially from Middle East countries. Halal Tour packages have started gaining popularity among the foreign tourists who visit these places. Facilities provided to such tourists include non- alcohol serving hotels, trained guides who are proficient in speaking Urdu language, providing halal food according to the tastes of Muslims, equipping rooms with amenities required for prayers etc. India is home to monuments which are influenced by Indo-Islamic architecture. These forts, mosques, palaces built are major attractions for the Muslim tourists.

Marketing of Niche Tourism through Destination Branding

Branding of a destination is necessary to create awareness among the tourists. It is necessary for all destinations and focus should be on all classes of tourists based on nationality. The choice of selection of a destination depends upon the accessibility and availability of information about a destination. Tourists tend to chose places about which they can gain information easily. Destination branding has utmost important if one needs to promote sustainable tourism development. This is because if a destination is discontinued and a new destination is made available as an alternative, then information about what this new destination offers must reach to tourists. The destination branding depends on the three-step process known as destination brand positioning process.

First. One should identify the need for which this branding process has to be done. This will set up the standard against which we can evaluate the effective of our branding process. For example- If we are creating an alternative for Shimla in Himachal Pradesh, then the new destination must be branded and projected as next Shimla.

Second. The next step is to create an Image for the destination. The image can be created by addressing the five key factors *Heaven, Earth, Moral law, Culture, and Method* which broadly defines a destination.

Factor	Significance
Heaven	Weather associated with the destination; atmosphere at particular place and time.
Earth	phenomena of the physical world collectively, including plants, animals, the landscape, and other features and products of the earth
Moral Law	sum total of learned behaviour of a group of a people that are generally considered to be tradition
Culture	System of guidelines for behaviour.
Method	Visitors thinking about the destination depending upon the studies based on history.

The 5 factors together, help in creating an image for the destination which could be Historical, Unique or Perceived image.

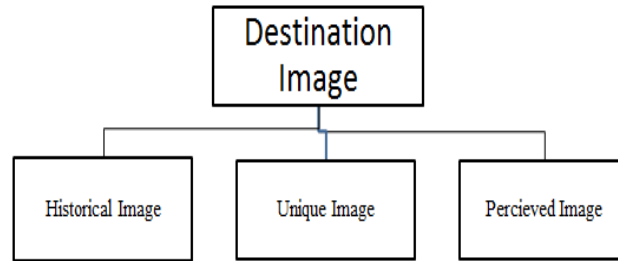


Image	Characteristics
Historical	Local historic sites, stories and legends – all create a unique experience for a consumer which can be experienced only when he/ she will visit the place.
Unique	Every destination has its unique image which flourished by its cultural and moral values; A strong, unique image would increase the favourability of the common image toward the destination.
Perceived	This image depends on the natural habitats and natural environment of the destination; The high the perceived image the better will be the overall destination image.

Third. The last and most important step is to communicate the image to the public at large. Different communication mediums should be utilised to inform local, domestic and foreign tourists about the image.

Conclusion and Suggestions

Niche tourism development is favourable for India only. The socio-economic benefits it provides will only boost the tourism industry in the long run. With proper coordinated efforts, tourism industry can fully exploit its potential without worrying about the danger of sustainability in long run. For proper development of various niche tourism products, following suggestions must be kept in mind-

- Although government has declared “khichdi” as National food item, it still needs more promotion. Also, culinary tourism would be possible only when a food is available in its origin place. So the government should try to regulate availability of cuisine. Quality plays most vital role in culinary tourism. Regular food and quality inspection, training to the staff about hospitality is must to develop gastronomical tourism as niche tourism product.
- Golf tourism industry suffers from infrastructure- tourist dilemma. Because the number of tourists is less, so it is not possible to develop and maintain world class

infrastructure. The government must focus on promoting golf tourism by organising domestic golf tournaments as well as local tournaments at regular intervals. This would ensure regular visit of tourists and thus development and maintenance of infrastructure would be easier.

- For promoting wedding tourism, government should first establish a nodal agency for the same. This type of tourism would be very helpful to ease out pressure from cities during peak wedding seasons. If affordable locations are available, people have been willing to undertake destination wedding. Also, under developed and unexplored regions in the state could be identified and then can be developed on the theme of wedding destinations.
- Movies are found to be an effective medium of advertising for the Reality tourism. Thus short films giving more information about this type of tourism and locations which could serve as tourism destination should be developed. Government should ensure safety of tourists who visit such place. By properly training the locals, the government could not only increase the satisfaction level of tourists, but also eradicate the problem of unemployment in the area. As markets in these areas have high volume trading, their regulation could bring fortunes to the government.

- Luxury Tourism offers a vast potential for growth in foreign exchange earnings for the government. Efforts have proven to be fruitful and thus more similar types of tours are needed in the country. The government should not limit luxury tourism to the foreign visitors only. Planning should be done to incorporate those Domestic Tourist who visit nearby countries such as Bhutan, Sri Lanka, and Nepal to enjoy luxury tourism. More circuits should be developed and inter connection between different circuits must be promoted.
- Wellness tourism destinations must not be over exploited. A wellness tourist looks for peace which he can not get at his hometown. Heavy infrastructure work in such places would destroy the basic essence for which this type of tourism is undertaken. Also, Spa should be opened in several places so as to promote their uses among domestic tourist.

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A Study of Consumer Behaviour With Reference to Tourism in Himachal Pradesh

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ABSTRACT

Tourism is one of the fastest growing industry in the world, business environment in tourism is becoming competitive therefore it is necessary to understand tourist behaviour. This study is aimed at to evaluate the socioeconomic profile of tourist visited in Himachal Pradesh and to investigate demographic factors which influence consumer buying decision related to various tourist products. This study will help in modification and development of tourist service products.

Introduction

Travel & tourism today is considered to be the world's largest industry. The industry is growing faster than the world economy on all counts i.e. grosses output, value addition, capital investment, & employment. Tourism is a unique smokeless industry & is a mode of transfer of resources from one place to another. It enables the country to transfer the revenue earned from one part of country to other part of country. Tourism can be promoted in many ways e.g. cultural tourism, adventure tourism, pilgrimage tourism, wildlife tourism, health tourism, holiday & study tourism, spiritual & Mice tourism etc.

Himachal Pradesh is a land which is bestowed with natural grandeur at its best – picturesque locations, snow capped mountains, fascinating valleys, lush green forests, gushing rivers, enchanting lakes, hanging glaciers, beautiful Himalayan meadows & richly diverse flora & fauna. Due to wildlife & pollution free zone tourists are being attracted day by day towards this state. Jwalajee, Chintapurni, Baba Balak Nath, Naina Devi, Chamunda Devi, Mata Bala Sundri were the lifelong ambition of every religious Hindu since the dawn of Hindu Civilization. Besides rich natural heritage, the

region's cultural heritage is represented by its important historical sites, tribal settlements, a myriad of dialects, dress styles, food habits, settlement pattern, art & craft and fairs & festivals. Therefore in the past, tourism trade had a tendency to be located in the area of religious or historical importance but today an amalgamation of adventure, health & pilgrimage is taking place in the region.

Objectives

This study deal with determinates of behavior of customers related to tourism products. It will investigate demographic factors which influence decision to choose tourism products. This study is aimed at to evaluate the socio economic profile of various tourists visited in Himachal Pradesh.

Methodology

Consistent with the objectives of the study non parametric test chi-square will be applied to the study, the relationship between quantitative variables and for analyzing the impact of tourism test of goodness of fit is applied. A survey of 250 respondents from different age group, nationality, occupation, education, income was taken into questionnaire.

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The following tables shows the results on the basis of classification of tourists on different variables like nationality, sex, age, occupation and annual income with budget of tourists,

purpose and reason of the visit, number of visits, mode of traveling, accommodation used for the stay and duration of the stay in the State.

Table 1: Classification of Tourists on the Basis of Nationality and Budget

Budget	Nationality					
	Indian		Foreigner		Total	
	No.	% out of 190	No.	% out of 60	No.	% out of Total
Less than Rs.50,000	65	34.21	5	8.33	70	28.00
Rs.50,001 - Rs.100,000	89	46.84	16	26.67	105	42.00
Rs.100001 above	36	18.95	39	65.00	75	30.00
Total	190	100.00	60	100	250	100.00

Source: Data compiled through questionnaire

χ^2 value is 47.561 P < 0.01

Out of the total sample of Indian tourists 46.84% have budgeted their expenditure between Rs.50,001 to Rs.100,000, where as 34.21% of Indian tourists have their expenditure below Rs.50,000. Only 18.95% Indian tourists have their budgeted expenditure above Rs.100,001.

As far as Foreign Tourists are concerned, 65% of them have their budgeted expenditure above Rs.100,000.26.67% of Foreign Tourists have their budgeted expenditure between Rs. 50,001-100,000 and only 8.33% have their budgeted expenditure less than Rs.50,000.

H_0 there is no significant relationship between nationality of the tourists and their budget of the tour to visit Himachal Pradesh. The χ^2 test shows significant result at 1% level of significance. So the null hypothesis is rejected. It reveals that there is a significant relationship between nationality of the tourists and their budget of the tour to visit Himachal Pradesh and these are positively related. On the basis of above analysis it is concluded that the budget of foreign tourists is higher than Indian tourists who visited Himachal Pradesh.

Table 2: Classification of Tourists on the Basis of Age and Budget

Budget	Age							
	Less than 20 years		20-40 years		40 years and above		Total	
	No.	% out of 190	No.	% out of 60	No.	% out of Total	No.	% out of Total
Less than Rs.50,000	14	73.68	43	29.86	13	14.94	70	28.00
Rs.50,001- Rs.100,000	1	5.27	67	46.53	42	48.28	110	44.00
Rs.100001 above	4	21.05	34	23.61	32	36.78	70	28.00
Total	19	100	144	100	87	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 33.72$ P < 0.05

Table No.2 depicts that 73.68 % of the tourist having age less than 20 years made budget less than Rs.50,000 as expenditure, 5.27% tourists of the same age group have budgeted expenditure between Rs.50,001 - Rs.1,00,000,

followed by 21.05% who have their budgeted expenditure above Rs. 1,00,0001. In case of tourists in the age group of 20-40 years 46.53% have their budgeted expenditure between Rs. 50,001- Rs.1,00,000, followed by 29.86% who

have their budgeted expenditure less than Rs. 50, 000 and 23.61 % Rs.1,00,001 and above. In case of tourists of the age group of 40 years and above 48.28 % have their budgeted expenditure between Rs.50, 001 – Rs.1,00, 000, followed by 36.78 % having their budgeted expenditure Rs.1,00,001 and above and 14.94 % having budget less than Rs.50,000.

H_0 there is no significant relationship between age and budgeted expenditure. The value of χ^2 is significant at 1 % level of significance; it reveals that there is a significant relationship between age and budgeted expenditure. So it can be concluded that age and budget for the tour are positively related.

Table 3: Classification of the Tourists on the Basis of Occupation & Budget

Budget	Occupation									
	Service		Business		Agriculture		Unemployed		Total	
	No.	% out of 101	No.	% out of 115	No.	% out of 20	No.	% out of 14	No.	% out of Total
Less Than Rs.50000	10	9.90	26	22.61	17	85.00	14	100.00	67	26.80
Rs.50001-100000	63	62.38	44	38.26	2	10.00	0	0.00	109	43.60
Rs.100,001 & above	28	27.72	45	39.13	1	5.00	0	0.00	74	29.60
Total	101	100	115	100	20	100	14	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 96.868$ P < 0.01

It is evident from Table No.3 that majority tourists of service class budget their tour expenditure between Rs.50, 001-1, 00,000, whereas in the business class most of the tourists have planned their expenditure above Rs.1, 00,001. As far as agriculture class is concerned, most of them have budget their expenditure less than Rs.50, 000.

calculated value of χ^2 shows significant result at 1% level of significance. So the null hypothesis is rejected. It reveals that there is a significant relationship between occupational level and budget. So it can conveniently conclude that occupational level and budget are positively related.

H_0 there is no significant relationship between occupation and budgeted expenditure. The

The Table No.4 depicts that majority of the tourists, whether Indian or foreigner, visited Himachal Pradesh for pleasure. Indian tourists

Table 4: Classification of Tourists on the basis of Nationality & Purpose of visit

Purpose of Visit	Nationality					
	Indian		Foreigner		Total	
	No.	% out of 190	No.	% out of 60	No.	% out of Total
Business	23	12.11	6	10.00	29	11.60
Pleasure	82	43.16	35	58.33	117	46.80
Educational	15	7.89	2	3.33	17	6.80
Visiting, Relatives & Friends	18	9.47	2	3.33	20	8.00
Pilgrims	32	16.84	5	8.33	37	14.80
Historical Monuments	20	10.53	10	16.67	30	12.00
Total	190	100.00	60	100	250	100.00

Source: Data compiled through questionnaire

$\chi^2 = 9.625$ P > 0.05

have given second preference to pilgrimage followed by business purpose, historical monuments, relatives & educational purpose. The second choice of foreigners is for historical monuments followed by business purpose,

pilgrimage, relatives & educational purpose. H_0 there is no significant relationship between nationality & purpose of visit. The ± 2 test is insignificant at 5% Level; it reveals that the nationality of the tourist and purpose of visit are positively related.

Table 5: Classification of the Tourists by Age and Purpose of Visit

Purpose of Visit	Age							
	Less than 20 years		20-40 years		40 years and above		Total	
	No.	% out of 19	No.	% out of 144	No.	% out of 87	No.	% out of Total
Business	1	5.26	14	9.72	12	13.79	27	10.80
Pleasure Trip & Climatic Change	5	26.32	74	51.39	37	42.53	116	46.40
Educational Trip	8	42.11	8	5.56	6	6.90	22	8.80
Visiting Relatives & Friends	-		12	8.33	3	3.45	15	6.00
Pilgrims	4	21.05	13	9.03	20	22.99	37	14.80
Historical Monuments	1	5.26	23	15.97	9	10.34	33	13.20
Total	19	100	144	100	87	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 43.509$ P < 0.05

It is evident from Table No. 5 that 42.11% of the respondents who are less than 20 years age visited the state for educational purpose, followed by 26.32% who visited State for pleasure trip & climatic change and 21.05% visited pilgrims. It is observed that majority respondents between 20-40 years age and above 40 years visited Himachal Pradesh for pleasure Trip & climatic change. H_0 there is no significant

relationship between Age & purpose of visit. The value of χ^2 is significant at 1% level of significance It shows that there is significant relationship between age of respondents and their purpose of visit. It can be concluded that pleasure trip and climatic change is the preference of respondents of middle aged and higher age groups, where as the lower age group respondents visits mostly for educational trips.

Table 6: Classification of the tourists by Occupation and purpose of Visit

Purpose of Visit	Occupation									
	Service		Business		Agriculture		Unemployed		Total	
	No.	% out of 101	No.	% out of 115	No.	% out of 20	No.	% out of 14	No.	% out of Total
Business	6	5.94	22	19.13	0	0.00	0	0.00	28	11.20
Pleasure Trip & Climatic Change	42	41.58	67	58.27	4	20.00	2	14.29	115	46.00
Educational Trip	8	7.92	0	0.00	0	0.00	10	71.42	18	7.20
Visiting Relatives & Friends	1	1.00	11	9.56	6	30.00	0	0.00	18	7.20
Pilgrims	24	23.76	2	1.74	10	50.00	2	14.29	38	15.20
Historical Monuments	20	19.80	13	11.30	0	0.00	0	0.00	33	13.20
Total	101	100.00	115	100	20	100	14	100	250	100.00

Source: Data compiled through questionnaire

$\chi^2 = 177.364$ P < 0.01

It can be clearly observed from Table No. 6 that majority of the tourists of service & business class visited for the pleasure trip and climatic change, where as most of the respondents of agriculture background visited for pilgrimages. The tourists belonging to unemployed class are visiting mostly for

educational purpose. H_0 there is no significant relationship between occupation & purpose of visit. The χ^2 test shows significant results at 1% level. It shows the relationship between occupation of respondents and purpose of visits. So it can be conveniently concluded that occupation level and purpose of visit are positively related.

Table 7: Classification of the Tourists on the Basis of Nationality & Type of Accommodation Used

Accommodation	Nationality					
	Indian		Foreigner		Total	
	No.	% out of 190	No.	% out of 60	No.	% out of Total
H.P.Tourism Complexes	33	17.37	16	26.67	49	19.60
Luxury Hotels	42	22.11	31	51.66	73	29.20
Moderate Hotels	91	47.89	13	21.67	104	41.60
Dharamsala's, Relatives & Friends	24	12.63	0	0	24	9.60
Total	190	100.00	60	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 30.78$ P < 0.01

It is evident form Table No.7 that 47.89% Indian tourists stayed in the moderate hotels. The Luxury hotels were preferred by 22.11% tourists followed by 17.37% H.P. Tourism Complexes and Dharamsala’s and other modes were preferred by 12.63% of the Indian tourists only. As far as foreigners are concerned out of the total sample of 60, 51.66% of the foreign tourists stayed in Luxury Hotels, 26.67% in H.P. Tourism Complexes and only 21.67% preferred

Moderate hotels. It shows that majority of Indian Tourists stayed in Moderate hotels whereas the foreign tourists preferred luxury hotels or Himachal Tourism Complexes.

H_0 there is no significant relationship between nationality & Types of accommodation used. The χ^2 test is significant at 1% level of significance. It shows that there is a significant relationship between nationality of the tourists and their preference for accommodation.

Table 8: Classification of the Tourists on the Basis of Age & Type of Accommodation Used

Accommodation	Age							
	Less than 20 years		20-40 years		40 years & above		Total	
	No.	% out of 19	No.	% out of 144	No.	% out of 87	No.	% out of Total
H.P. Tourism Complexes	2	10.53	35	24.31	12	13.79	49	19.60
Luxury Hotels	4	21.05	47	32.64	19	21.84	70	28.00
Moderate Hotels	4	21.05	55	38.19	48	55.17	107	42.80
Dharamsala's, Relatives, Friends	9	47.37	7	4.86	8	9.20	24	9.60
Total	19	100	144	100	87	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 44.075$ P < 0.01

It is evident from Table No.8 that majority of the respondents who belongs to lower age group preferred to stay in dharamsala's and with relatives or friends which is followed by luxury and moderate hotels. Only 10.53% of tourists of this age group stayed in H.P tourism complexes. The majority of the respondents from middle age group i.e. 20-40 years of age preferred to stay in moderate hotels, followed

by luxury hotels, H.P. Tourism complexes and others respectively. Where as 55.17% respondents of higher age group stayed in moderate hotels. H_0 there is no significant relationship between age & Types of accommodation used. Further the value of χ^2 is significant at 1% level, so the null hypothesis is rejected. It reveals that there is significant relationship between age of the respondents and type of accommodation used.

Table 9: Classification of the Tourists on the Basis of Occupation & Type of Accommodation Used

Accommodation	Occupation									
	Service		Business		Agriculture		Unemployed		Total	
	No.	% out of 101	No.	% out of 115	No.	% out of 20	No.	% out of 14	No.	% out of Total
H.P.Tourism Complexes	17	16.83	33	28.69	0	0	0	0.00	50	20.00
Luxury Hotels	34	33.66	34	29.57	3	15	3	21.43	74	29.60
Moderate Hotels	50	49.51	47	40.87	5	25	3	21.43	105	42.00
Dharamsala's, Relatives and Friends	0	0	1	0.87	12	60	8	57.14	21	8.40
Total	101	100	115	100	20	100	14	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 137.390$ $P < 0.01$

It is observed from Table No.9 that in case of service and business class majority of the tourists are staying in moderate hotels, followed luxury hotels and H.P.Tourism Complexes. Whereas in case of tourists of agriculture and unemployed class majority of them preferred to stay in Dharamsalas or with relatives or friends.

The χ^2 test shows significant results at 1% level of significance. So it accepts the alternative hypothesis and reveals that there is a significant relationship between different occupation level and type of accommodation used.

Table 10: Classification of the Tourists on the Basis of Nationality & Mode of Traveling

Mode of Traveling	Nationality					
	Indian		Foreigner		Total	
	No.	% out of 190	No.	% out of 60	No.	% out of Total
Own Conveyance	55	28.95	2	3.33	57	22.80
Chartered Taxi	29	15.26	28	46.67	57	22.80
Bus	45	23.68	15	25.00	60	24.00
Train	50	26.32	8	13.33	58	23.20
Air	11	5.79	7	11.67	18	7.20
Total	190	100	60	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 38.378$ $P < 0.01$

The Table No.10 shows that 28.95% Indian Tourists Visited Himachal Pradesh by their own vehicles, 26.32% came by train, followed by 23.68% by bus, 15.26% chartered taxi and 5.79% by Air. In case of Foreign tourists, majority have preferred to visit by Chartered taxi (46.67%), followed by bus (25 %), train (13.33%), Air (11.67 %) and own conveyance (3.33%).

H_0 there is no significant relationship between nationality & mode of traveling. The χ^2 test is significant at 1 % level of significance. It shows that there is a significant relationship between nationality and mode of traveling. The foreigners have preferred chartered taxis and deluxe buses whereas Indians are not specific in this regard.

Table 11: Classification of the Tourists on the Basis of Age & Mode of Traveling

Mode of Traveling	Age							
	Less than 20 years		20-40 years		40 years & above		Total	
	No.	% out of 40	No.	% out of 144	No.	% out of 87	No.	% out of Total
Own Conveyance	3	15.79	40	27.78	15	17.24	58	23.20
Chartered Taxi	3	15.79	31	21.53	24	27.59	58	23.20
Bus	10	52.63	25	17.36	24	27.59	59	23.60
Train	2	10.53	38	26.39	16	18.39	56	22.40
Air	1	5.26	10	6.94	8	9.19	19	7.60
Total	19	100	144	100	87	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 14.594$ P < 0.05

It is clear from Table No.11 that majority of the tourists of lower age group i.e. less than 20 years, visit the state by bus, followed by 15.79% who visited by their own conveyance or chartered taxis, 10.53% have visited the state by train and 5.26% by air. In the middle age group 27.78% have visit the state by their own conveyance, followed by 26.39% who visit the state by Train, 21.53% preferred chartered taxi,

17.36% visit state by bus, and 6.94% by air. H_0 there is no significant relationship between age and mode of traveling. Further the value of χ^2 is significant at 5% level, so the null hypothesis is rejected. It reveals that there is significant relationship between age of the respondents and mode of traveling. So we can conclude that age of the tourists and mode of travel are positively correlated with each other.

Table 12: Classification of the Tourists on the Basis of Occupation & Mode of Traveling

Mode of Traveling	Occupation									
	Service		Business		Agriculture		Unemployed		Total	
	No.	% out of 101	No.	% out of 115	No.	% out of 20	No.	% out of 14	No.	% out of Total
Own Conveyance	26	25.74	30	26.08	1	6.00	0	0.00	57	22.80
Chartered Taxi	29	28.71	27	23.48	1	6.00	0	0.00	57	22.80
Bus	13	12.87	20	17.39	17	82.00	11	81.39	61	24.40
Train	25	24.76	30	26.08	0	0.00	3	18.61	58	23.20
Air	8	7.92	8	6.97	1	6.00	0	0.00	17	6.80
Total	101	100	115	100	20	100	14	100	250	100

Source: Data compiled through questionnaire

$\chi^2 = 52.158$ P < 0.01

It is evident from Table No.12 that majority of the tourists of service class are visiting the Himachal Pradesh by chartered taxi, followed by own conveyance, train, bus and air. The tourists of business category are visiting the state by own conveyance or by train, followed by taxi, bus and by air. Where as in case of tourists who belong to agriculture and unemployed class maximum are visiting the state by bus. H_0 there is no significant relationship between occupation and mode of traveling. The χ^2 test shows significant results at 1 % level of significance. So it accepts the alternative hypothesis and reveals that there is a significant relationship between occupational level and mode of traveling.

Conclusion

On the basis of above analysis it is concluded that the budget of foreign tourists is higher than Indian tourists who visited Himachal Pradesh. Majority of the tourists visited for the pleasure trip and climatic change, where as most of the respondents of agriculture

background visited for pilgrimages. Majority of Indian Tourists stayed in Moderate hotels whereas the foreign tourists preferred luxury hotels or Himachal Tourism Complexes. Budget expenditure is directly proportional to the income, business class make more expenditure on tourism. The foreigners have preferred chartered taxis and deluxe buses whereas Indians are not specific in this regard. The tourists of business category are visiting the state by own conveyance or by train, followed by taxi, bus and by air. Where as in case of tourists who belong to agriculture and unemployed class maximum are visiting the state by bus.

On the basis of above findings it is suggested that the Government of Himachal Pradesh should try to attract more number of tourists by increasing infrastructural facilities like establishment of airports, road & rail network & chartered taxis so that the creamy layer of tourists can be attracted. Besides this the package tours for visiting various pilgrims of the state can be organized.

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A Typology of Earth Sheltered Building - Buddhist Caves

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ABSTRACT

Buddhist caves were the centre of meditation for the Buddhist monks and visitors during the ancient times. Buddhist Caves were the typology of Earth Sheltered Building and provided habitants thermal comfort, safety and peace for meditation. Many Buddhist caves were well-developed with human infrastructure and religious material culture. They were located away from the chaos, amidst nature must have assured the peacefulness in environment and calmness for the inhabitants then.

There are thousands of known rock cut structures in India varying from caves to temples and even Earth shelter forms. Construction techniques and methods adopted for extrusion of form and potential building elements that reinforced sustainability of the vicinity both structurally and aesthetically also ascertain the comfort factor for the then inhabitants.

Extensive areas of landscape adjacent to the Buddhist caves may also be protected along with their associated flora and fauna. Buddhist Caves are the context which shows that how Earth Sheltered Building integrated with nature.

The present paper efforts to fetch out the advantages of Buddhist Caves as earth sheltered buildings in general and energy conservation for thermal comfort in particular in quantifiable terms.

Keywords: Thermal Comfort, Thermal Mass, Cave Living, Earth Sheltered Buildings.

Introduction

Caves were the expression of various functional spaces as a sustainable habitat for centuries together. This magnifies the role of sacred caves in biodiversity conservation, one of the example of the cave at Maharashtra. Earth sheltering is a significant concept to preserve the land and open spaces (Roger & Sponsel, 2004).

Earth sheltering is the process utilizing earth mass against building envelope as warm mass, to decrease warm pick up, and to lessen indoor air temperature. An earth sheltered building can be counted on at least one side with uncovered earth or can be developed somewhat or totally beneath the ground. This way to deal with building is one approach to all the more successfully control a building's association with

its encompassing hot condition. Earth sheltering decreases a building's vitality needs by putting a boundary between building envelope and the outside atmosphere (Carpenter, 1994).

As a result of high warm limit of Earth, the temperature of the ground is lower than that of the open air in summer and higher in winter. Earth sheltered structures are equipped for encouraging great vitality execution, as an aloof intends to preserve vitality. Earth shielding utilizes the earth as a mediator and a hindrance. The earth gives a steadier and direct condition for structures. It likewise gives an obstruction to wind and tempest impacts. Earth sheltered structures were as a matter of first importance produced for asylum, warmth and assurance for the soonest human occupants (Carmody & Sterling, 1984).

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Development of Caves World Wide

Earth protected structures history is the length of the historical backdrop of development itself. Since 5000 years prior man has been utilizing earth as methods for warm protection. They embraced basic, non energy expending procedures utilizing earth and brick work as the essential development materials for Earth Sheltered structures. It ends up plainly essential to learn and comprehend the lessons and strategies frame history before really developing the earth protected structures (Butzer & Karl, 1983).

Earth sheltered building is a very fascinating voyage from Abandoned Opel Mines of Australia to Bill Gates' home in Medina, Washington, United States of America. With basic mud and straw old individuals has assembled complex structures as they took in the estimation of utilizing earth as a building material. Since the earth was modest, plentiful and effortlessly workable. The real sorts of earth protected developments which have been utilized all through the history as types of haven for warm solace are talked about underneath (Wells, 1998).

In-Hill Shelter Homes or Caves

This is the most established sort of earth protected abiding which has been an adobe of man since the beginning of human progress. 'Cave homes' were the first man habitats as their natural homes when the man started living in community.

a) Anasazi Cliff Dwellings, Pikes Peak, Colorado Springs, Colorado, U.S.

These cliff dwelling structures contain spaces for grain stockpiling, cooking and resting. Living in the side of a high bluff, earth covers had an extra preferred standpoint that it shields them from assault of more forceful clans, wild creatures, and so forth. Based in favor of a slope, step get to, stepping stools, and so on, were cautious measures incorporated with these bluff homes.

As it was extremely introductory exertion toward Earth Sheltering so it has bunches of things missing in their arranging, for example, legitimate

daylight, ventilation, sanitation basics, and so on (Lovata & Creek, 2007), (Sprague, 1988).

b) Mesa Verde Cliff Dwellings, Montezuma County, Colorado, U.S.

These were the later created earth sheltered dwellings with some more propel arrangement and where they developed expound stone work bluff homes in sides of the waterway. Here they built up a perplexing society that included exchange, craftsmanship and grew family structures. These hollows gave profound asylums and furthermore were fenced by woods with the goal that sections can be covered up. These sanctuaries demonstrate the way that how these people groups lived and created. Still numerous essentials for comfort living to develop yet (Harris, Tuttle, & Tuttle, 2004), (Rohn & Ferguson, 2006).

c) The Opal Mine Homes of Coober Pedy, South Australia

These were the most intriguing earth protected structures in Opal Mine of Coober Pedy (Opal capital of the world). The mines were cut into the encompassing slope had hard ground; the relinquished mines were changed over into buckle homes.

These give in homes were with greater progression as they have bed rooms, kitchen and lavatory. This zone is an essentially an abandon with both outrageous summer and winter, so the residence in these homes gives considerably more warm solace to the inhabitants than on over the ground.

In light of hard ground surface normally gave, these give in homes are to a great degree financially savvy, as they require no extra material for basic help. By and by, one surrendered mine has even been changed over into a congregation. Yet, the disadvantage is that the dividers and roofs are made of soil and uneven. (Peek, 2014), (McConkey, 2012).

Major Buddhist Caves, prototype of Earth Sheltered Buildings

a. Ajanta Caves

Caves of Ajanta in District Aurangabad of Maharashtra have more than 30 rock-cut

Buddhist cave monuments which are amongst one of the oldest known habitations of the world. These are masterwork of Buddhist religious art, with figures of the Buddha and many related tales.

According to the recent proposals the caves were built in a period of 460 to 480. The Ajanta Caves have been a UNESCO World Heritage Site.

The proficiency with which the different plan thoughts got changed over into the truth is most likely not conceivable, even today,

however outfitted with the best systems and advanced approaches. Accomplishing such accuracy with rock cut structures is a design miracle in itself.

The caves filled in as a resting place for the priests yet the practical instruments behind lighting and ventilation are still to be investigated. The caves were chiefly utilized by the monks, who possessed them amid monsoon, as it was their resting period making it the most crowded time (Agrawal, Naidu, & Patnayaka).



Figure 1: Extensively Carved Meditation Halls at Ajanta Caves © Author

b. Ellora caves

Ellora speaks to the exemplification of Indian rock cut engineering. All the caves (34)- in fact structures unearthed out of vertical face of the Charanandri slopes- being Buddhist, Hindu and Jain rock cut temples and monasteries, were worked amongst the fifth and tenth century.

Ellora caves are a Hindu worship temple which has been excavated from the land. This cave has been converted into a place of worship. This cave is situated on the ground level and which houses the single rock carved Kailasantha temple. Also numerous Hindu gods in this cave and a proper temple carved out from a single stone (Kailash temple, Ellora caves, 2016).



Figure 2: Multiple Floors at Ellora Caves © Author

c. Kanheri Caves

Kanheri caves are a collection of 109 caves (entrances) which were an ancient Buddhist meditation centre. Most of the caves are broken and cannot be identified clearly with the meditation centres. However you can still find the meditation cells and the sleeping rooms with rock-carved beds in some of the caves. There

are several carvings and inscriptions on these caves, mainly of Gautam Buddha which believed to be done later by the followers of Buddha rather than the people who used to meditate here.

The caves were cool even in blistering heat on a summer afternoon. This was a place with high vegetation and close to nature.



Figure 3: Abstract Facade of a Cave at Kanheri © Author

d. Elephanta Caves

Elephanta caves used for meditation were that they were built out of rock carvings up on the hill usually at the half-way point of mountains. These caves consist of two groups-the first is

a large group of five Hindu caves, and, second, a smaller group of two Buddhist caves. The Hindu caves contain rock cut stone sculptures, dedicated to Lord Shiva. Caves are located on an island and wouldn't have been chosen for meditation.



Figure 4: Sculpted Door Way of a Cave in Elephanta © Author

Earth Sheltered Building as Meditation Centre for Buddhist

Buddhist Caves were the meditation centre for the monks and spiritual teachers. Also served as a monsoon shelter for Buddhist monks.

During the journey to numerous caves mainly one thing which kept appearing in all the caves, carved in the mountains, was the structure which fulfilled all the basic requirement of a meditation centre (Vipassana).

Vipassana meditation was discovered by Gautam Buddha who lived from c. 563 BCE to c. 483 BCE (around 2,500 years ago). It is believed that which was widespread then and the caves were built to practice the technique. Each cave has a hall for meditation with stupa, private cells for meditation, stone carved beds in sleeping rooms, bathing and washing area and cooking area. Most of the caves are in decaying condition with several parts broken. Most of the caves were carved by Buddha's statues & inscriptions by the followers of Buddhism, believed to be done after Buddha attained enlightenment (Brancaccio, 2011).

Earth Sheltered Buddhist Caves & Energy Conservation

Earth is a great moderator of temperature variation. Once warm up, it will keep heat a extended time while not losing abundant of its heat. Earth doesn't respond as quick to temperature change as air will. This implies that as an example if air surface temperatures ranges from -15°C to 35°C through the year, then regarding 3-4 meters below, the temperature of the earth can vary solely between 10°C to 15°C. This short point distinction explains the flexibility of earth to take care of stable temperatures throughout the year (Wendt, 1982).

One of the major benefits of Earth Shelter Buildings is the unusual energy savings. The reason Earth sheltered buildings saves so much energy is one that the earth is a very good insulator and a great moderator of temperature change. Once warmed up it stays warm a long time.

Earth sheltering makes good environmental sense too. Building into a hillside or below

the earth's surface preserves an attractive landscape while still allowing access to natural light (The Underground Space Center, Earth Sheltered Housing Design., 1979).

Advantages of Earth Sheltered Cave living to Buddhist Monks

Like other holy personages of his time, the Buddha dwelled and meditated in caves as well as in groves of trees and forests among other places. This practice has been followed by many Buddhist monks and nuns over two and a half millennia into the present.

There are numerous material symbols for Buddhist rituals in the caves, including Buddha images, candles, flowers, and incense receptacles and sticks (Roger & Sponsel, 2004). Earth sheltered cave living have great advantages as following.

- An cave is less susceptible to the impact of tremendous outdoor air temperatures,
- Long life expectancy due protection from external factors.
- Protect the habitants from Fire.
- Increased comfort because of minimal temperature swings.
- Temperatures inside the cave are more stable than any other place, and with less temperature unevenness, habitable spaces seem more comfortable.
- Rock cut caves builds in some natural soundproofing.
- Surrounding of the caves "blends" the landscape more harmoniously.
- Caves provide natural safety and security to the monks.
- Caves are a place in nature especially conducive to quiet seclusion for meditation.

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Investigating Motivations of Domestic Tourist Participating in Adventure Activities in Manali

Prashant K. Gautam & Arun Singh Thakur

ABSTRACT

Adventure tourism has become the centre of interest young and old as well in today's world. Domestic tourism is itself a big market for the tourism industry of India. During 2016, the number of domestic tourist visits to the States/ UTs was 1613.6 million as compared to 1432 million in 2015 with an annual growth rate of 12.7%. With the creation of the new upper middle class having more disposable income and attitude to spend money at leisure activities they have started to participate in new activities such as hiking, diving, surfing, mountain climbing and riding in different destinations which earlier was considered to be the activity for inbound tourists only. The needs and interests of domestic tourists are changing as they have become healthier, wealthier and skilled in adventure activity than in previous years. The aim of this study was to assess the motivations of domestic tourist to participate in adventure tourism. A survey was conducted in Manali a vacation destination in north India, to better understand the adventurers' motivational behaviour. The push and pull factors which influence domestic tourist in their choice were examined. A quantitative study was conducted through the use of a questionnaire and the target population was both locals and tourists. Findings show that the most important push factors identified were fun and enjoyment, relieve from stress and tension, escapism, relaxation, change and novelty while the pull factors were the attractiveness of the physical environment and better health. The findings also suggest that more research on the motivation of domestic tourists should be undertaken as this will assist business operators and destination marketers to better meet the needs and expectations of this niche segment.

Keywords: Adventure, Motivation, Domestic Tourists.

Introduction

Tourism is one of the strongest drivers of world trade and prosperity. Poverty alleviation is one of the greatest global challenges. Despite turbulent times for the world's economy, these basic facts are unlikely to change. Focusing the wealth creating power of tourism on people most in need remains an immense task and opportunity (UNWTO-STEP). International tourism currently accounts for 9% of global GDP, 30% of services exports and 1 in every 11 jobs. Adventure Tourism has grown

exponentially worldwide over the past years with tourists visiting destinations previously undiscovered. This allows for new destinations to market themselves as truly unique, appealing to those travellers looking for rare, incomparable experiences. Adventure sports are in the stage of infancy in India and among the popular tourist destinations and Manali is the one of the most sought destination by the adventure lovers in India. The purpose of this article is to facilitate environmentally and culturally sustainable adventure tourism vis a vis address the issues pertaining to the

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development of this niche sector of tourism industry in Manali. In order to meet the expectations and experiences of domestic as well as international tourists loving adventure there is the need of the study. The idea behind studying the motivation of the tourists leads to the filling the gaps in the delivery of the adventure tourism products and similar model can be applied to other destinations having potential for this niche segment.

Adventure Motivations

The motivations of adventure tourists are significant for tourism both as a category of human behaviour and as a trillion-dollar global industry. From a social science perspective, adventure tour clients make conscious choices to allocate discretionary time and funds to adventure activities, with no material gain. Their reasons and rewards for doing so thus provide insights into human psychology (Arnould & Price, 1993). From the commercial perspective, knowledge of clients' motivations helps tour operators construct products (Buckley, 2007), design marketing strategies (Buckley, 2003; Gilbert & Hudson, 2000; Williams & Soutar, 2009), choreograph client experiences (Arnould et al., 1993; Holyfield, 1999; Holyfield & Fine, 1997; Jonas, 1999; Pomfret, 2006; Sharpe, 2005), and defend accident lawsuits (Yerger, 2004-2005).

Conceptualisation of motivation originates from the consumer behaviour literature (Farmaki, 2012). Since motivation is the starting point of the consumer decision process and an important construct for understanding tourist behaviour, it became a widely investigated concept for many years by academics in the field of tourism and travel. One of the early adaptations of consumer motivation to tourist motivation was the study of Pizam, Neumann, and Reichel (1979, 1995), who defined tourist motivation as "a set of needs, which predispose a person to participate in a tourist activity". Another definition of motivation in the tourism and travel context was offered by Dann (1981, 2005): "a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision".

Pearce's (1988) 'travel career ladder' model, which is based on Maslow's (1970) 'hierarchy of needs', describes tourist motivation as having five levels. These are, from the bottom to the top: relaxation needs, safety/security needs, relationship needs, self esteem/ development needs, and self-actualisation/fulfilment needs. This model's main argument is that human needs tend to ascend higher levels of the career ladder as their travel experiences increase and increasingly sophisticated factors motivate them to travel.

Ewert and Jamieson (2003, 68) defined adventure tourism as "a self-initiated recreational activity, typically involving a travel and overnight stay component that usually involves a close interaction with the natural environment, structurally contains elements of perceived or real risk and danger, and has an uncertain outcome that can be influenced by the participant and/or circumstance". In these and other definitions of adventure tourism, academics mostly include the 'risk elements' of the activities (Kane & Tucker, 2004). Weber (2001) argued that in order to be described as adventure an activity should have, to various degrees, both risk and insight seeking characteristics. Cater (2006) and Pomfret (2006) stated that not only risk, but also other qualities such as insight, challenge, and play are essential elements of adventure activities. Thus, 'risk' and 'challenge' are identified as the two main motivations of adventure tourists by Pomfret (2006). However, there is consensus among academics that degree of risk increases from soft adventure towards hard adventure on a continuum.

Hill (1995) defined soft adventure activities as being low risk, mostly led by experienced guides, performed by people with beginning skills who have low commitment, such as bird watching, horseback riding, camping, and canoeing (Buckley, 2007). Hard adventure, in contrast, refers to activities with high risk that require participants' intense commitment and advanced skills, such as rock climbing, mountain biking, bungee jumping, and skydiving (Buckley, 2007). Motivations of adventure tourists differ significantly depending on whether they prefer soft or hard adventure

activities. For example, Schneider and Vogt (2012) conducted a postal survey in the US involving 339 participants, which showed that soft adventure tourists were generally motivated by 'cultural experiences' and 'competitiveness', while hard adventure tourists took part in the activities to meet their 'need of arousal' and 'need of material resources'. In another study, Lipscombe (1995) categorised the motives of soft adventurers as 'escapism', 'experiencing new environments', and 'self-discovery' and the motives of hard adventurers as 'risk' and 'challenge'. More recently, Ewert, Gilbertson, Luo, and Voight (2013) examined the motivations of 801 people for participating in hard adventure activities (rock climbing, white-water kayaking, sea kayaking, and canoeing), and identified three motivation factors: 'social', 'sensation-seeking', and 'self-image'. In addition to soft and hard adventure tourists, Weber (2001, 367) argued that tourists "who seek to gain knowledge about the external environment" and "who are concerned with the discovery of own capabilities" have different motivations for participating in adventure activities. Similarly, Beedie and Hudson (2003) stated that the 'experiential engagements' of participants distinguishes adventure tourists from others. For example, the study results of Patterson and Pan (2007) showed that people aged 50 years or older would take part in adventure tourism to see 'different landscapes, wildlife and native plants', to be 'in the places where people had ventured previously', and to feel 'the thrill'. Moreover, as Swarbrooke, Beard, Leckie, and Pomfret (2003, 33) noted, adventure activities include many emotions such as "uncertainty, challenge, expectation of rewards, novelty, stimulus and enthusiasm, escape and separation, exploration and discovery, attention and concentration, and conflicting", which are mostly interrelated and simultaneous.

Experience is another factor in adventure tourism which influences participant motivation. Transforming from beginner to expert, adventure tourists are expected to be motivated

by various factors and to show behavioural differences in the course of time. Buckley (2012) stated that beginners look for choreographed and comfortable fun, while experts emphasise individual control and responsibility. Some researchers also found that mountaineers' risk and competence perceptions tend to decrease as they gain experience (Ewert & Hollenhorst, 1994). In the case of climbing, Ewert (1985) obtained similar findings showing that beginners were motivated by extrinsic (pull) reasons, while experienced climbers were motivated by intrinsic (push) reasons. However, in the tourism and travel literature, few studies have examined the variation of pull and push motivations depending on participant experience. More interestingly, as regards rock climbing, there is no study examines the differences of push and pull motivations between low- and high-experienced participants.

There are almost similar 50 previous studies of participant motivations in adventure tourism and recreation, and these have identified at least 14 different categories of motivation, using a variety of terminologies. These are summarised here in Table 2. Age, gender, activity, difficulty, prior skill, definitions and analytic methods differ between studies, with no overall patterns apparent. Climbing and mountaineering have been studied most frequently, with at least 15 analyses in the past three decades (Berger & Greenspan, 2008; Bratton et al., 1979; Breivik, 1996; Carnicelli-Filho, Schwartz, & Tahra, 2010).

Adventure tourists pay for risk recreation activities (Breivik, 1996; Lipscombe, 2007; Page, Bentley, & Walker, 2005), but adventure tour operators aim to minimise risks (Buckley, 2006; Cater, 2006; Morgan, 2010). The orthodox response to this paradox (Buckley, 2010a; Cater, 2006) is that adventure tour operators sell their clients the semblance of risk so as to confer social capital (Bartkus & Davis, 2009; McGillivray & Frew, 2007), whilst protecting them from real risk so as to avoid illness and injury, medical and legal costs, and poor publicity.

Table 1: Adventure Motivations

Internal, performance of activity	
Thrill	Adrenalin, excitement
Fear	Overcoming fear
Control	Maintain physical and mental control of one's body
Skills	Using expertise to perform very difficult tasks
Achieve	Overcoming challenges to reach difficult goals
Fitness	Activity simply as a way to keep physically fit
Risk	Danger as a direct motivation
Internal/external, place in nature	
Nature	Appreciation of beauty
Art	Perception of activity as artistic
Spirit	Activity as spiritual experience
External, social position	
Friends	Enjoyment in sharing an activity with others
Image	Enhancing how one is perceived by others
Escape	A change from routine of home or work
Compete	Competition against others

Source: Buckley R.C.(2012)

Manali-An Adventure Destination

Once called the “end of the habitable world,” Manali is one of the popular destinations of Northern India famous for its snow, river system, valley, orchids and most significantly adventure activities. This destination is in the bucket list of many travellers visiting for leisure, for cultural exchange and of course for taking part in various adventure sports like skiing, hiking, mountaineering, paragliding, rafting, trekking, kayaking, and mountain biking. In brief, Manali is ideal touristic destination for both adventure and comfort lover people. The entire destination stretches for about 100 kilometres long and 50 kilometres wide with a lot many spots with added advantages of various adventure activities throughout the year.

A good number of trained human resources are also available for undertaking adventure sports in the area. The reason for that is the adventure training institute named Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports is situated right in the heart of Manali valley. A total number of 80,000 students has been trained till date out of which major chunk

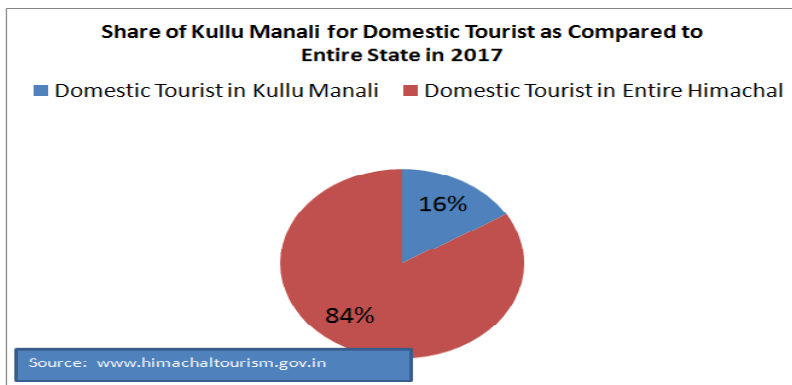
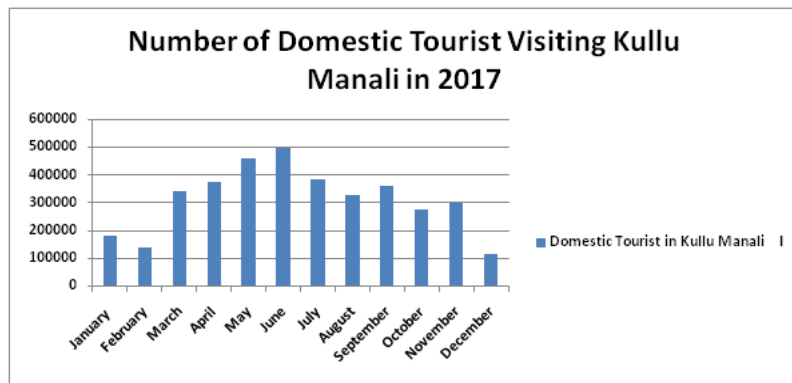
is from the local area having specialisation in mountaineering, skiing, aero and water sports.

Domestic Tourist Statistics of Manali Compared with Himachal Pradesh

Kullu district is at the apex position in all the districts for getting maximum number of domestic tourist in the year 2017. Manali shares 16% of the total domestic visits with 37,32,044 domestic tourists as compared to remaining 1,91,30,541 domestic tourist in 2017 in the entire state of Himachal Pradesh. The current position of Manali makes it favourable destination to study motivations of domestic tourists in order to tap the potential of the market by way of providing services matching to the expectation level of the tourist.

Study Sample and Data Collection

The survey was conducted by getting the responses of 50 respondents on pre structured questionnaire. The respondents were asked about their favourite adventure activities in which they participated or wish to participate during their stay in Manali out of a total list of adventure activities available at the



destination. The survey was mainly conducted at the spots in kullu valley where the adventure activities are carried out to make it more inclined toward the adventure seeking tourists.

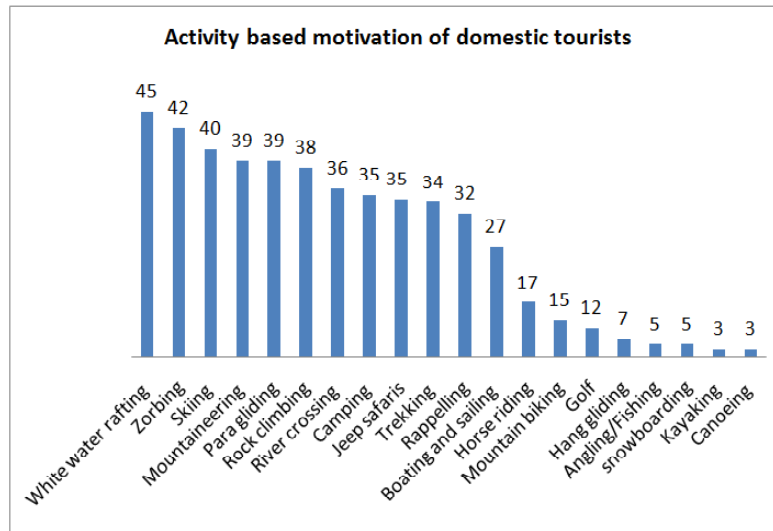
Interpretation of the Data Results

From the collected data, it was found that 29 of the respondents were male i.e. 58% of total tourists, while a good number i.e. 42% were female travellers. While asking about the age of tourists, it was found that most of the

respondents were relatively young and about 70% of the tourists were less than 30 years. It is evident for the table below that for 68 percent of the respondents the primary motivation to visit Manali is Adventure Tourism and another 16 percent visited Manali for the purpose of Holiday and relaxation which is also a common factor of motivation inclined towards Adventure Tourism. On the basis of activity motivation White Water Rafting, Zorbing, Skiing, Paragliding and Trekking are top five activities of domestic tourist visiting Manali.

Table 2: Primary Purpose of Visit

Purpose of Visit	Frequency	Percent
Adventure and sports	34	68
Education / study	2	4
Visiting friends and relatives	3	6
Holiday / relaxation	8	16
Religious	1	2
Community work	1	2
Any other	1	2
Total	50	100



Findings and Discussions

Present paper tries to find out the major motivation factors of domestic tourist visiting Manali and taking part in Adventure activities. This study provides various motivation factors of the adventure travellers to Manali, identifies their current behaviours, explores motivations to participate in (adventure) tourism activities at the destination. Whilst there has been positive Indigenous adventure tourism development within the state, there appears to be further demand for more quality interpretive aboriginal developments with the region. There is a specific demand for this product in the growing international and domestic market, specifically with backpackers and those from Israel, Americas, European countries and leisure travellers from the neighbouring states of India. Emphasis should be placed on 'authentic' aboriginal experiences. The hardest barriers factors adventure tourism development in Himachal is the inadequate infrastructures, then followed with limited public facilities. Unorganized tourism sector, scarce investments, and insufficient government supports are the

last three barrier factors. Further investigation of adventure travel market and comparative niche markets are recommended. The availability of alternative types of tourism which provide more indigenous rural adventure experience enables the geographic expansion of tourism activities within the area and the sustainable growth of the tourism and travel sector in the subject destination. For this reason, adventure tourism products, river rafting in particular, a rarely investigated market in the tourism and travel literature, should be more closely examined to understand whether they are satisfied with tourism products and services for the tourists and more precisely domestic tourists coming for Manali to take feel of this activity. Thus, identification of white water rafting tourists' motivations must be the first step for destination authorities. The findings highlight the crucial importance of the natural environment, since 'physical setting' is identified as the most important push motivation of adventure tourists. Thus, promoting the attractiveness of the natural environment as well as unique characteristics of the climbing areas may generate considerable advantages for destinations.

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Evaluating the Currency Control Measures of Government of India and its Effects on Indian Tourism Industry

Shyju P J

ABSTRACT

This research paper evaluates the effect of the decision of Government of India to regulate the use of currency notes, cancel the legal tender of high denomination notes from use on Indian tourism industry. Popularly called as demonetisation of currency, this unexpected act of government resulted shock waves in all walks of life including ordinary people, tourists, professionals, industries and banking sector. The period of the study is from January 2017 to mid of April 2017. An online survey was conducted among the members of Indian Association of Tour Operators (IATO) to collect the primary data in order to assess various effects of this major monetary decision of government. The study analyses the feedback of the respondents on the effect of demonetisation on tourism industry. The outcome of the study shows that the way tourism industry in India looked in to the challenging policy decisions of government and what extent these decisions can have an impact on tourism business.

Keywords: Economic Policy; Demonetization; Economic Policy; Tourism Industry; India.

Introduction

The Government of India cancelled the legal tender of high value currency notes of Rupees (Rs.) 500 and Rupees 1000 with effect from the midnight of November 8, 2016. The decisions include scrapping of Rs. 1000 (approximate value=14 Euro, @ Rs. 71.42 per Euro), and replacement of existing Rs. 500 (approximate value=7 Euro @ Rs. 71.42 per Euro) note with new design and security features, restriction of the use of currency withdrawal limits for an unspecified period. These currency notes accounted for almost 84% of the total currency notes worth of 6,32,000 crores rupees circulated in the country till that time. According to the reports of Reserve Bank of India, Rs. 500 notes constituted 45% and Rs. 1000 notes 39% respectively, which were in circulation in terms of value and low value currencies such as Rs.100, Rs. 50, Rs.20 and Rs.10 constituted 16% of the total currency notes

in use. Decisions on regulation of currency withdrawal limits and demonetisation have been taken on various grounds such as national security and controlling the parallel economy. It also intended to encourage the use of digital transactions. The decision was welcomed by every quarters initially, but in a short period of time it affected the daily life of millions of people living in India.

Critics argued that the decision to ban currency was wrong and some intellectuals and economists pointed out that the timing of such decision was illogical and impractical (PTI, The Hindu, Nov. 30, 2016). Former Prime Minister of India and well known economist Dr. Manmohan Singh opined that the ban of currency notes as an act of monumental mismanagement (Times News Network, Nov. 26). Currency demonetisation was perceived with high risk as India's cash economy which was accounted heavily on GDP and employment (M. Safi, The Guardian, Jan. 2, 2017).

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There is no doubt that a parallel economy (called as black money) existed in India before demonetisation. Income earned from numerous sources hoarded as cash, which has been utilized for building assets or investments in real estates or in other business formats. Among developing countries, India ranked at 65th position in a study of IMF with a cumulative score of 22.4 (from 1996-2006) in the world listing of shadow economies (F. Schneider et.al, 2010). Much of the black money were invested as deposits in Swiss banks or in Mauritius, Singapore etc. The second case is people stock currency notes to avoid hassles of banking transactions or pay taxes. Many entrepreneurs who hardly file their annual earning to tax authorities taking the advantage of several loopholes in tax structure. For several decades people considered cash as an easy instrument to do every kind of transactions as it not only avoided any complexities but also as a matter of evidence and trust. It is a big challenge for every government to undertake to reduce the size of the shadow economy and make ofúcial economy more attractive (F. Schneider et al., 2010b).

The illegal use of currency for funding the terror outfits and insurgent groups were main concern of government to ban the high value currency notes in India. In addition to the above, fake

currency networks spread all over India and abroad, which posed a great threat to the economic growth and monetary system over many years. In order to reduce the use of currency various electronic modes of payments have already been used and got popularity among the educated class. But it was not fully adopted by the people of all class due to ignorance or afraid of the cost and effort required or security of transactions. Digital India campaign launched by the present government encouraged the digital transactions at large scale. But the declaration of demonetisation catalyzed the situation to adopt cashless transactions.

1.1. Demonetisation In India

Rs. 1000 note was first introduced in 1938 under the British rule and it was demonetized in 1946. Post-independence, it was reintroduced in 1954, but in 1978 the legal tender of all high value currency notes such as 1000, 5000 and 10000 were cancelled. In the year 2000, the Rs.1000 currency note was reintroduced again which was used till November 8, 2016. The timeline of decisions related to currency regulations taken by the Government of India from November 8, 2016 to March 14, 2017 are mentioned below.

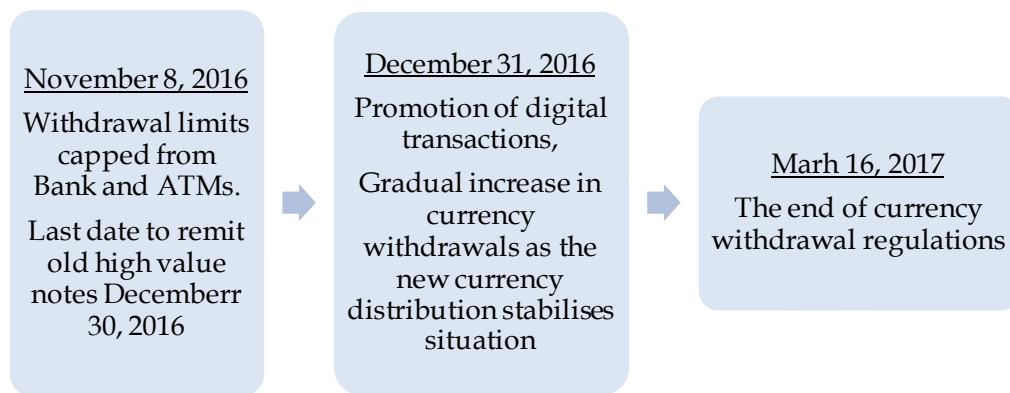


Figure 1: Various Stages of Currency Regulation in India

There were 17,165 million pieces of Rs.500 notes and 6,858 million pieces of Rs. 1,000 notes in circulation. That amounts to a total of Rs. 15.44 lakh crore in value. The cancellation of legal tender of the currency left people cashless and it resulted in a temporary downfall in all

economic spheres. Through new currency note of Rs. 2000 and Rs. 500 were introduced, difficulties continued as the adequate supply of required currency notes were not available for nearly two months. There were also reports that people hoard small denomination currency

notes of Rs.100 and Rs.50 as they were afraid that the money circulation would remain constantly be affected for months.

The temporary effect of the currency regulations affected the small, medium enterprises and large organisations alike. The market demand for various products fell sharply and many factories reduced productions for short period

with the expectations that economic conditions would be normal soon. The government issued a directive that all payments of salaries and wages should be paid through banks to avoid the inconvenience of cash transactions.

The following methods of financial alternatives emerged as the popular form of payment after demonetisation.

Table 1: Popular Methods of Payment Mechanism During the Currency Regulation Period

Cheques/Drafts	Debit Cards	Credit Cards	Kiosks at Shopping centres	E-wallets
Several transactions directed through bank Electronic Transfer/ Wire transfer	Banks and other agencies	Visa/Amex and other agencies	Authorised shopping malls/ Post Offices/authorised Petrol Bunks dispense cash with a limit of Rs. 2000.	30 odd payment mechanism other than banks Every mobile network operators introduced their own ewallets.

Source: Interviews with stakeholders of tourism industry in India

The decision of the government to phase out the old currency notes of high denomination also involved lot of costs and human effort. Enormous pressure was mounted on government as media reports highlighted agonies of people of various ages, farmers and industrialists suffered in different ways. The Reserve Bank of India had to work on a daily basis to assess the cash requirements and ensure adequate supply to the banks. Banks witnessed long queues as shortage of cash; work hours of bank officials stretched unofficially further during these days and mounting pressure from all corners even creating high level of stress among them. Government monitored the situation carefully and came out with prompt and quick actions to mitigate the crisis time to time.

All efforts of the government were to ensure a smooth transition of old currency notes in the new system, as well abolishing denomination of Rs.1000. The process of this switch over was really unbelievably extensive, but in due course of time situations changed and the cashless days were replaced with alternative modes of payment. It is important to note that researchers debated the issues of cashless future, it worked in India through various phases but only a short period of time. The transition of currency notes to digital cash take more time, nevertheless the general perception of the people to adopt digital

payment mechanism has been positively influenced by the demonetisation of currency by the government.

Review of Literature

A review of the available reports and researches shows that the studies were focused largely on the usage of currencies. Monetary policies, devaluation of currency, inflation, deflation etc. were studied by several researchers. Rogoff (2014) predicted the complexities of currency ban, but stated that the advantages of paperless currency couldn't be ruled out. According to Rogoff, the long term trend will be a low demand for currency notes as it becomes technologically obsolete and advancements in technology to improve the cashless transactions procedures across the world. Rogoff stated that the currency supply in US is 7% of GDP, in the Eurozone it is 10 % and Japan it is 18%. The difficulty to analyse and compare the developments in banknote usage in European Union is highlighted in a study. According to the reports of Deolitte (2016), a long term gain is expected though there are while the unorganized sector was affected. The third quarter economic results didn't impact much as the GDP rate remain 7.2 percentage (CSO, Feb. 2017).

Joshi (2017) studied the effects of demonetization on different sectors. The

primary effects of currency demonetization reflected in losing the growth momentum of the economy, though this would not affect the long term prospects. The financial market of India (BSE index) maintained a slow but steady growth comparing to the previous year. The closing score of BSE index in November 07, 2016 (one day before the announcement of demonetization) was 27458.59 points, whereas on November 7, 2017, it recorded 33,370.76 points. According to Joshi, the initial reaction of various industries like ecommerce platforms stopped cash on delivery option, automobile industry and FMCG and manufacturing sector was affected badly for the initial period.

PHD research bureau (2017) conducted a detailed study on the effects of demonetization, which found that the most affected area was consumption needs of people. The study also revealed that the small industries suffered a major setback due to money crisis during this time. It is also found that tourism industry also badly hit during the period (November 2016 to February 2017), in which the unorganized sector was one of the worst affected. Bhatnagar (2017) described the after effects of the declaration of demonetization but asserted that the economy would not be affected on a long term. Dash (2017) explained in his study that the society was at the receiving end of this policy decision, but the poor people were the most affected. Banks saw a rise in deposits, which helped some of the banks to recover the bad debts. According to Dash, the demonetization process troubled foreign tourists in various ways and the foreign tourists demand for medical tourism facilities also faced a tough time.

The decision to cancel the legal tender of the high end currency couldn't just meet the expected outcome of destroying the shadow economy, but strong actions are required to end corruption (Gideon, 2017). Uke (2017) also quoted that the positive benefits of demonetization will only be effective if the government takes stringent measures to restrict the unfair practices in trade, end corruption etc. Sankararaman (2017) conducted an empirical analysis on the effect of demonetization on shadow economy. The study

revealed that there is a correlation exists between new currency and the growth of underground economy. The researcher proved that the claims of the effect of demonetization to control the shadow economy was not exactly same as projected by various sources. Srinivasulu et. al. (2017), related the effects of demonetization with liquidity shocks and the intensity of this shock depends on how Indian economy would react as the shortage of currency in turn slowdown the growth of different sectors in short term.

According to Ohlan (2017) demonetization couldn't affect the tourist arrival rates to India. The study affirms the resilience nature of tourism industry in Indian context. At the outset, this empirical study claimed that this economic policy decision wouldn't affect the growth of Indian tourism industry, but the author didn't conduct an in depth investigation in to the damages it made to various segments of tourism industry.

All researches attempted to bring out the general outcomes of the currency demonetization. These studies reflect the general perception of the media reports except some serious researches. There is no doubt that the worst hit areas were micro small and medium enterprises. Some researchers attempted to study its impact on tourism and hospitality sector, but there is no primary data or information available in this regard. There is no academic or industry research conducted on how tourism industry managed the crisis. The ripple effect of this economic policy decision of the government on tourism industry is one of the major questions addressed in this research paper. Other research questions include, how tourism industry responded at the moment of cash crunch? do the industry accept cashless transactions as alternative mode of payment? what was the impact of currency control measures across various tourism organisations in India during the study period? The study address these research questions.

Significance of the Study

The study is conducted at a crucial time when the economic condition of the country was loomed with demonetisation effect. The months

of November to March are the peak season for inbound tourism season of India. Tourists arrived in India during the demonetisation period managed the situation but with great difficulty. The outbound tourism market showed a slump in bookings, whereas domestic tourism market too didn't attract good business during this period. There are no serious researches conducted on how demonetisation impacted the business and analyse the effects of this decision by the government. The present study is also aimed to understand the adoption of digital payment mechanism in tourism and travel industry.

Objectives of the Study

1. Understand the modes of payment and receipts by the organizations in tourism, travel and hospitality sector during the announcement of currency regulations.
2. Analyse the immediate measures taken by the tourism organisations to mitigate the crisis.
3. Examine the impact of demonetisation on tourism business in the month of November till the end of December 2016.
4. Assess the feedback and opinion of respondents on the overall effect of currency regulations and cashless transactions.
5. Study the overall effects of demonetisation on tourism business by various types of organisations (entrepreneur, partnership firms, private limited companies, etc.).

Research Method and Tools

The study is based on field research conducted from mid of January 2017 to mid of April 2017. The questionnaire survey was conducted among the registered tour operators of India (Indian Association of Tour Operators). The questions were primarily related to the main objectives of the study in order to elicit the required information. In depth interviews were also conducted randomly among selected tour operators in order to verify the facts. The research design of the study is exploratory research. Secondary data was also useful to verify the findings of the study. Major economic decisions of government and Reserve Bank of India were carefully studied and media reports

on the related issues were analysed to understand the overall impact of controlling cash transactions and its impact in society, trade and at the macroeconomic level.

Data Collection

Primary data was collected from organizations pertaining to tourism, travel and hospitality trade in India. A structured questionnaire was emailed to the members of Indian Association of Tour Operators (IATO) to collect the required data for the study. It was found that most of the registered tour operators were from New Delhi and National Capital Region of India. The peak tourist season of India falls in between November to March every year, and the tourism trade witnessed the downfall in business. The responses of tour operators were authentic. Results of the interview show the grave nature of the problem. 71 filled questionnaires were received from different regions of India. Secondary data was collected by screening the reports of Reserve Bank of India notifications, reports of Ministry of Finance, Government of India and columns appeared in print and online media.

Indicative Variables

The main variables of the study were basic profile of the respondents, areas of work and job experience, nature of organization, mode of payment and receipts during and after demonetisation, impact of demonetisation and the opinion on converting all financial transactions in to cashless system. The opinion of respondents about the advantages and disadvantages of the digital transactions were also examined.

Analysis

Analysis is done through two parts. At first, data received was screened through esurvey.org (online data collection platform), and then transferred to SPSS 20 for further analysis. Cross tabulation, frequency distribution, and chi square test were employed to analyse the data. Personal experiences of tourists and service providers were also helpful to conduct the study. The report on the status of Indian economy after demonetisation was useful to

compare the findings of the primary data and draw conclusions. Observations from primary data are divided in to three major parts. The first part explains the location of respondents, experience, types of organization and job description of respondents. The second part consists of the mode of payment and receipt system during and after the demonitisation, its impact on tourism business. The last part

is the opinion and feedback of respondents how the actions of government to go for cashless transactions reflect in tourism industry.

Part I

- (a) The location of offices of the respondents spread across different geographical regions of India.

Table 2: Location of Respondents

Sl.No	Location	Percentage of respondents
01	North	81%
02	South	13%
03	West	3%
04	East	3%

Source: Primary Data.

The states of Delhi, Rajasthan, Uttar Pradesh, Goa, Kerala, and Tamil Nadu attract major share of foreign tourists in India. Tourist circuits are scattered all across different regions and the business is also fragmented among several hands. The above table and the figure indicates the responses received from the survey.

Organisations approved by IATO, operated in different states across India were contacted but the response rate was very poor. Delhi and National Capital Region is the hub of tour operation business in India. Delhi (old and

New), Gurugram, Noida, Ghaziabad of Uttar Pradesh) are the head office of many tour operators. Though tourism service providers of other places work independently, they also act as the ground operators. The response of the respondents from various places in India gives a clear understanding of how the demonitisation resulted in the market and what actions have been taken to address the crisis.

- (b) The bar chart mentions the designation of respondents.

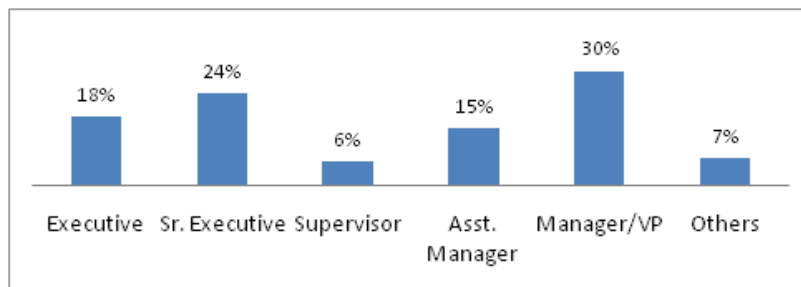


Figure 2: Designation of Respondents

Source: Primary data analysis

- (c) 59% of the respondents were with an experience of more than 2 years, 20% respondents had 1-2 years of job experience and 21% respondents had experience of one year or so.

The job profile of the respondents varies to sales, business development, marketing, hospitality operations, aviation, others etc.

- (d) The structure of the organization.

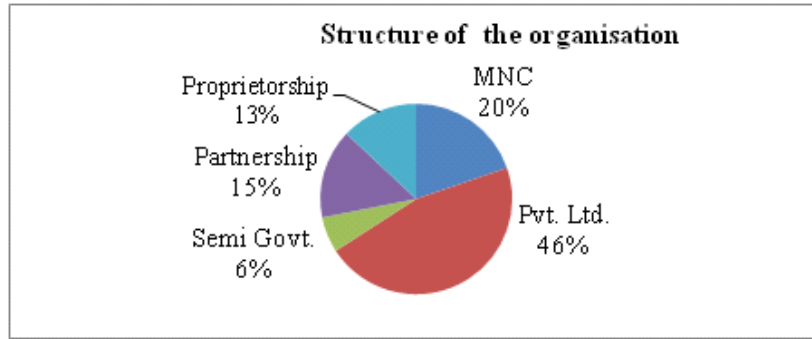


Figure 3: Designation of Respondents

*MNC: Multi National Company

Part II

(a) The following table indicates that tourism organisations were having multiple payment options during the time of announcement demonetisation.

Table 3: Payment Mechanism Till Demonetization

Type of Organisation	Cash/Cheque/Bank Transfer
MNCs	100%
Private Ltd. Companies	97%
Semi Government agencies	75%
Partnership firms	68%
Proprietorship entities	65%

Source: Primary data

(b) It is found that after the announcement of payment/receipt mechanism as mentioned demonetisation, organisations used different below.

Table 4: Payment Mechanism after the Announcement of Demonetization

Type of Organisation	Cash/Cheque/Bank transfer	Insisted on cheque or bank transfer	Digital payment options	Others
MNCs	7%	57%	7%	29%
Private Ltd. Companies	6%	61%	18%	15%
Semi Government agencies		75%	25%	
Partnership firms	10%	72%		18%
Proprietorship	11%	78%	11%	

Source: Primary data

(c) Comparing to previous table, there are some notable changes taken up after the banning of high value currency. Multinational companies and private limited companies insisted their clients to opt transactions through bank and also introduced the digital payment options like mobile valets. Others column marks the comments of the respondents, in which various other methods used by the organisations are indicated such as swipe machines and online banking etc. In partnership business and proprietorship, it is found that these

organisations also started using the multiple payment options and depended more on transactions through banks.

(d) The following table explains the impact of demonetisation in the business in the month of November 2016. It is found that the number of business enquiries reduced and there was a

recession in business in comparison to the previous years. The business of multinational organisations, private limited companies and partnership firms were affected in the month of November. In total, 50.7% respondents were of the opinion that the business enquiries have been decreased over last years in the month of November 2016.

Table 5: Effect on Tourism Business During the Month of November 2016

Type of Organisation	Business remain same	Adverse effect	Reduced business enquiries compared to previous year
MNCs	28.6%		71.4%
Private Ltd. Companies	39.4%	15.2%	45.5%
Semi Government agencies	50%	25%	25%
Partnership firms		27.3%	72.7%
Proprietorship entities	55.6%	22.2%	22.2%

Source: Primary data

(e) The respondents’ feedback on the change of business environment at the end of December 2016 after a period of 56 days. 60.6%

respondents (in total) agreed that the business conditions have been improved, but 39.4% felt that the conditions didn’t improve much.

Table 6: Status of Business at the End of December 2016

Type of Organisation	Conditions improved	Didn’t change
MNCs	85.7%	14.3%
Private Ltd. Companies	60.6%	39.4%
Semi Government organisations	50%	50%
Partnership firms	63.6%	36.4%
Proprietorship entities	22.2%	77.8%

Source: Primary data

(f) Overall impact of demonetisation

Table 7: Overall Impact

Type of Organisation	Loss of up to 10%	Loss 10-20%	Loss 20-30%	Loss above 30%	No Impact
MNCs	14.3%	28.6%	21.4%		35.7%
Private Ltd. Companies	24.2%	3%	12.1%	6.1%	54.5%
Semi Government Organisations		25%	25%		50%
Partnership firms	18.2%	27.3%	9.1%	18.2%	27.3%
Proprietorship Entities	11.1%		22.2%	22.2%	44.4%

Source: Primary data

The above table is a clear indication that majority of the organizations have a fall in revenue for the financial year 2016-17. The

range of revenue loss is in between 10 % to 30% and an average of 15% in tourism trade.

Part III

Table 8: Feedback of the Respondents on Effect of Currency Regulations and Digital Payments

Statement	Yes	No	No opinion
Bad experiences created a negative impression among the foreign tourists who visited India during the period of demonetisation.	52.1%	39.4%	8.5%
Digital payment mechanism would add office overhead costs.	35.2%	50.7%	14.1%
Several tourists cancelled trips due to the news of currency regulations.	40.8%	56.3%	2.8%
Received support received from the service providers to tackle the limited use of currency notes.	67.6%	26.8%	5.6%
Many tourists delayed in finalizing tours due to currency regulations.	49.3%	45.1%	5.6%

Source: Primary data

It is found that,

1. Every type of organizations felt that demonetisation created a bad impression among tourists, who were in India during the time of currency regulations.
2. Semi government and partnership firms doubted that digitalisation of payment would add office costs.
3. Smaller organizations had more cases of trip cancellation.
4. Various service providers understood the severity of the situation and extended support each other such as extend payment dates.
5. Except private limited companies the opinion of the organisations that demonetisation delayed the trips.

Table 9: Level of Agreement on Effects of Digital Payment Mechanism

Sl.No.	Statement	Opinion % (Agreed + Strongly agreed)	Mean
1	The demonetisation issues would not affect the long term growth of tourism industry in India.	61.9%	3.54
2	The tax revenue would increase considerably.	76.1%	3.84
3	Digital payments will add the tour package costs.	42.3%	3.13
4	It may also result in increasing fraudulence in transactions.	42.1%	2.73
5	It will ease the entire process of business transactions.	81.7%	4.03

Source: Primary data

Majority of the respondents were of the opinion that the decision of the government to regulate the use of cash will not bear a significant impact in the long run. The optimism of respondents were reflected in the statement 'increasing of tax revenue due to the banning of old currency which will eventually led to the development of basic infrastructure was another perspective of the respondents. Statements such as cost of tour packages may increase due to digital payment gateways and increase of fraudulence

in digital transactions were not supported by many respondents.

A Kruskal-Wallis Test revealed that there is no statistically significant difference on the positive impact of demonetisation on tourism across various organizations. (Gp1, n=14:MNC, Gp2, n=33:Pvt.Ltd.Co, Gp3,n=4:Semi Govt., Gp4,n=11:Partnership, Gp5,n=9:Proprietorship), $\chi^2 (4,n=71) = 4.727, p = .316$. This reaffirms that various organizations in tourism business agreed on the fact that currency control

measures would benefit the organisations in a longer period as alternative payment mechanism will augment the transparency of business.

Findings and Discussions

The study reveals that how tourism industry responded to a very important economic decision of the government. Common citizens, business organisations and state controlled enterprises had a tough time to adjust with the limited availability of cash as maximum transactions at individual level and at small or medium organisations were in cash. Another notable fact is that the organisations had never experienced this kind of cash crunch before. New rules and regulations were introduced by the government and banks to cope with the situation almost every alternate day. A large number of medium size companies and small enterprises also play a crucial role in operating tourism services. The general findings of the study can be summarized as mentioned below.

- (a) Large scale tour operating companies in India had multiple payment options other than cash which they used during the time of cash crunch. The traditional pattern of receiving cash towards services were immediately replaced with online banking options or cheque payments.
- (b) Small scale tour operators, restaurants and enterprises suffered a major setback during November, but things became normal by the end of December 2016.
- (c) Back packer tourists and free independent travelers visited India during the currency regulation period faced several difficulties. Since majority of the transactions were in cash, availability of cash was a serious issue. Several tourists lost money in transactions as small denomination currencies were not available and hoarders made this opportunity to make illegitimate income.
- (d) The overall impact of demonetization to small scale organization can be assessed as high as 15 to 20 percent, while the large scale organizations, it falls between 10 to 15 percent. The demonetisation policy of government badly hit the revenue sources of tour in Domestic tourism market in India

and outbound tourism market most in comparison.

- (e) Respondents were of the opinion that conditions improved by January end and the tourism industry gained growth momentum.
- (f) The feedback of respondents show that the currency regulation policy of the government, necessitated business units to use digital payment mechanism. This also mandated small scale organisations to register their transactions as per government rules.
- (g) The semi government firms such as Indian Railways Catering and Tourism Corporation (IRCTC) introduced POS (point of sale) machines and digital payment mechanism to deal with the cash crunch.

The study reveals that the professional networks and personal relations of tour operators and other service providers in tourism industry acted mitigated the crisis a great extent. The study also suggests the greater cohesion and understanding required by the service providers at the time of handling crisis. The study also shows that tourism industry requires greater understanding and mutual support among the service providers unlike other industries. It further proves that tourism industry cannot function in isolation. It has been seen that policy decisions of government at various times can bounce the interest of tourism industry. Adopting technology friendly and transparent business is one of the possible solution to address such crisis. Over dependence on cash or hard currency is also pauses significant challenges to the tourism trade all over the world as the tourism industry is a highly technology friendly industry. Experiments in India at the time of the currency regulations will definitely lead the tour operators to rethink on the main revenue management decisions, revising payment mechanism and cooperation among the stake holders.

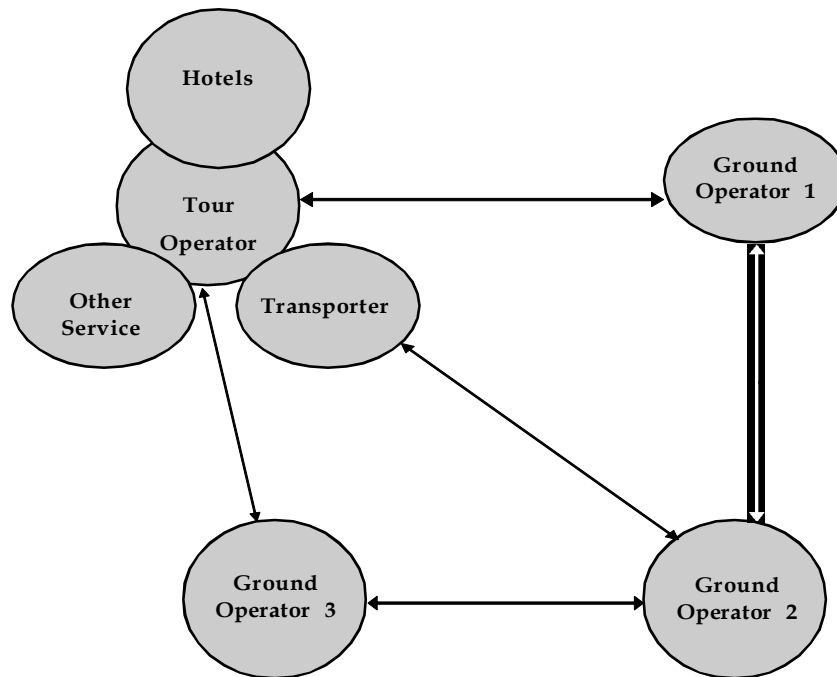
The following illustration presents that tour operators have an extensive business networks over destinations. Ground operators take care of the tourists sent by the main tour operator who does every settlement of the tourist expenses. The business relationship with the

main tour operator and the ground operator also reflect in the financial transactions. During the time of the currency regulations in India, these networks supported each other to fulfil their promises to tourists. Personal interviews with local tour operators also reiterated the

same views and their faith in the main tour operators on financial transactions. The reason behind the resilience of tourism industry to recover from the currency restrictions was this strong networks.

Tourism Hub Sites in Tourist Circuits

Illustration 1, The Hub and Spoke System in Tourism Industry



The study also highlights the role of external forces decide the growth of tourism industry in a country. The drastic economic decision impeded the growth momentum of the economy of India. The preparedness of tourism industry to embrace digital technology was also put under a test through this decision. The study signals that tourism industry is conscious of the dynamic policy changes and with the help of the informal network in the trade could meet out the crisis up to some extent. Third world countries consider tourism as one of the driving forces of their economy in the new millennium and taking drastic corrective measures of the economy, in turn can have a boomerang effect. This was proved by the end of the year 2017, with the available data and research reports supports the findings.

Conclusion

This paper examined the impacts of demonetisation of currency in India with reference to tourism industry. The official records claim that there is no decrease in international tourist arrivals, but the tourism industry in India had to face the consequences of this policy decision. Various researchers argued that currency control measures wouldnt affect tourism industry in the long run. As observed by Ohlan (2017) the resilience of tourism industry will in turn recoup the growth momentum in India.

Introduction of Goods and Services Tax in India in July 2017, before the shocks of the currency demonetization absolved, the ripple effects of these decisions affected the annual performance

of tourism trade in India. Latest report of Reserve Bank of India also shows that decline in digital payments in the first quarter of 2017. Hence the hypes created by demonetisation to embrace alternatives forms of payment other than cash couldnot defend well with the policy makers. Another notable fact is that the mid-year economic review shows that GDP growth rate is slightly reduced but remain stable as it forecast 7.2% growth for the year 2016-17 (CSO, Feb. 2017).

This paper gave a glimpse on the overall effects of demonetisation decisions of Government in

the tourism industry in India. There are several areas, researches can be conducted in future which might give more concrete information on the trends, impacts and trajectories of economic policy decisions which can have a great impact on tourism services. The future research implications include digital payment systems, pattern of cash use in tourism industry, collecting big data on the spending nature of tourists, payment gateways and security issues etc. enabling researchers to study and relate findings to check with the effects of major policy decisions and its effect in the business world.

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Status of Tourism Laws at Global and from Indian Perspective

Devinder Singh, J.K. Chauhan & Yogita Sharma

ABSTRACT

Law is the spine of every social and economic activity of any country, thus any social or economic activity without law is nothing. Travel and tourism laws are unique as these laws encompass many economic activities, societies, countries, industries, regulatory agencies and even traditions. Every industry works on a set of laws and regulations which helps in defining its boundaries and so does the tourism industry. An industry which is made by the people and for the people, needs a well defined structure to stand on and keep building experiences for the people. According to the United Nations World Tourism Organization (UNWTO), the purpose of travel legislation is to provide a regulatory framework for the proper development and management of tourism activities.

The complexity of the tourism industry requires well formulated regulations catering to every aspect of the tourism activities. Therefore, it is not only about creating the laws but enforcing the tourism laws around the world which also plays an important part. Different countries have their own rules, which a stakeholder has to follow and abide, the tourism law is important because they are set of instructions. Almost all the tourist destinations are trying to allure the tourists with best facilities as tourism is becoming highly competitive in all tourist destinations. The paper discusses about the tourism related laws of some selected countries and also presenting a status of Indian tourism laws.

Keywords: *Tourism Industry, Tourism Laws, Tourism Regulations.*

One of the distinctive feature of the tourism industry is that you cannot “test drive it” Just as there are various Acts in Labor laws dealing with the workers, similarly tourism industry too needs laws to run it smoothly. The various laws such as Industrial Dispute Act, Workman’s Compensation Act, Equal Remuneration Act, and other acts of Labor Laws are applicable in the tourism industry. All the Acts deals with the problems of the workers but it is seen that throughout the world tourism is not given that place for which separate laws should be framed, this industry is one of the most important industry which strengthens the economy of every tourist country, tourism industry needs laws to make it number one so that more and more profit can be earned from it. The people working in tourism industry are human beings who have demands, issues, grievances, salary

problems they too need law to hear them along with it the tourist industry also needs that law for the tourists visiting the destinations and following the specific laws and legislations in order to be safe from becoming an offender and in certain cases becoming a victim especially when they are in foreign land. The laws should clearly mention the legal action taken against the offenders and victims especially the foreign visitors who are time bound because of the visa problems.

The tourism and travel industry in many parts of the world is referred to as the travel industry. The number of laws, regulations and standardized procedures used in all of the individual industries collectively make up the travel industry. The travel laws are regulating business and individual behavior in the travel industry. Travel law refers to those laws that

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directly impact the travel industry. International travel law combines aspects of contract law, employment law, tourism and hospitality procedures, antitrust rules, regulatory and agency compliance and knowledge of certain international agreements and treaties into a comprehensive set of guidelines for the travel industry.¹

The travel industry is composed of many segments which includes the planning services in which assistance of travel agents is taken, transportation, lodging, food services, attractions and activities all these components make a journey successful.

The tourism industry is the game changer industry, tourism produces change providing the people with employment opportunities, eradicating unemployment, developing social and cultural linkages at the national and international level and also improving the economy of the host community and country.

Global Status of Tourism

Singapore a cosmopolitan country is the most urban nation of south Asia. It is a shopper's paradise, it attracts large number of foreign tourists. It was a British colony in the past. The country attracts large number of British and now also Indian tourists. Besides fishing this country depends upon Tourism for its economy. Just because of tourism the economy of Singapore has improved and it is now one of the richest countries.

International Tourism first arose in the cultural centers like Venice, Florence, Paris and Egypt. But mass tourism started in 1920's firstly in United States of America due to mass production of vehicles and in 1930's due to availability of leisure time. The phenomena of travel emerged in other countries later. In 1960's post economic boom gave birth to identifiable patterns of tourism.²

Tourism has ability to make its difference on various aspects, as it itself involves consuming natural and various cultural resources. Hence, it has the power to provide aid towards the conservation and sustainable development of various resources of the world through its strong regulation policies. In addition, it can make a difference and generate awareness regarding the same.

Tourism laws are a combination of state and international laws. It involves regulations for different functions of the travel industry and even laws that only caters to a single aspect

as well. Therefore, travel law involve anything from hospitality and accommodation laws to laws serving the consumers and even laws pertaining to functioning of the service providers be it public or private bodies, even certain acts are legal in one state and illegal in other. Therefore sometimes it becomes difficult for one to avoid its native practices for some time when he/she is travelling to some other country.

Travel laws are of different kinds focusing different aspects can be found all over the world. Travel laws are the ones which are regulating business and individual behavior in the travel industry. The laws should be such which do not conflict with the traditional practices and business practices of any country. The laws are also framed to save the natural environment, save flora and fauna and follow the principle of sustainable development. Every country is trying hard to encourage and promote tourism and many countries have come up with certain rules and regulations for the tourism sector which are mandatory for the tourists/visitors to follow these laws are preventive measures to save the innocent traveler from getting victimized but large number of problems have their roots in the absence of any standard norms for the tourism sector.

Law is the supreme body of every nation. Just as food water and air are essential for ones survival similarly laws, rules, regulations and norms are essential part of human life. Law is an essential requirement for sustenance of humans in any and every society. Tourism is an activity which can be controlled regulated and commanded by a law dealing with safety rules, complaints guidance, grievances and redressal of the tourists. The foreign tourists are time bound they have visa limitations. There should be provision of speedy redress of such tourists' grievances.

Role of Intergovernmental Organizations in Promotion of Tourism

The intergovernmental organizations aims at building a fairer and more equitable world. The UNWTO, WTO and other IGO's, WB UNDP, UNEP, WTTC and IITP are the organizations which emphasis on spreading peace, protecting environment, indigenous art, heritage, language and cultures of the host population, many countries depend upon these IGO's such as World Bank (WB) for providing funds and making legislations for the protection improvement and publicity of tourism industry.

Tourism Laws of Some Selected Countries

Thailand was never a colony of any country, it attracts large number of American tourists. His Majesty King Bhumibol Adulyadej enacted Thai Tourism Law with the advice and consent of the National Legislative Assembly which the tourists visiting Thailand has to follow. One of the latest tourism laws implemented by Thailand Tourism has come as a step towards combating the pollution and conserving its natural resources. The laws implies ban on fishing, fish feeding, anchoring on reefs, construction and walking on sea beds on many of its hotspots islands like Koh Samui, Koh Tao and Koh Pha-ngan. Even during the end of 2017, Thailand began banning smoking on more than 20 tourist beaches. Those caught smoking in non-designated areas could face a 100,000 baht fine or up to a year in a prison. Thailand is also working on the authentic tourism by involving the hill tribes of Northern Thailand. In Thailand it is illegal to step on the Thai currency, the Baht. This is because the King's face is printed and engraved on the Thai notes and coins and king is considered as an incarnation of God. While visiting Thai temples the shoulders of the visitors male or female should be covered and the lower dress should be below the knees. Use of drugs like cocaine and codeine are considered illegal a person may be punished up to five years imprisonment or fine of one hundred thousand Baht.³ Interestingly it is found that if violation of law is there, monetary punishment is given preference over imprisonment. It has two benefits, one it saves time, second visitor skip bars and has no negative about the nation.

China is the leading country in tourism in Asia, attracting large number of domestic and foreign tourists. 'The Great Wall of China' is the major attraction for the tourists. China is also famous for its silk, electronic goods gems and jade.

In China, 112 article Law came into effect on October 1 and aims to promote sustained industrial growth. It includes measures to address issues mostly in the domestic industry such as tourist safety, unfair competition and forced shopping trips in which the agencies offer cheap tours but recoup their costs from commissions in partner shops. There are few prominent tourism laws which aim at promoting sustainable tourism development to the service provider duties and obligations as well as focusing on the tourist and its security.

The law is based on the 10 chapters describing the various laws focusing on tourists, tourist security, tourism planning and promotion, tourism operation, tourism service contract and many such areas.

The Law also includes the violation fines which state that any travel agencies which run business without authorization will be fined for RMB 10,000- RMB 100,000 or a fine one to five times the illegal gains if such gains reach over RMB 100,000 as for people responsible a fine for RMB 2000 - RMB 20,000 will be imposed on them. It is pertinent to mention that they also focus on monetary punishment more than confinement.

The Great Britain was the supreme power in the past it comprised of three main countries or parts England, Scotland and Ireland. England had been a tourist attraction since olden times and large number of tourists started visiting it. It was also famous for its beauty, educational institutions, snowy mountains and landscapes which attracted large number of tourists. England was the pioneer in recognizing hoteling as a full time business and it became the first country to pass the 'Innkeepers Liability Act' of 1863. The act defines the duties and responsibilities of the hotelier towards the guests and security of the guests, the hotelier can also refuse the accommodation to the traveler if the circumstances require.⁴

Hotel Industry is a major component of the Tourism industry and is bestowed with vast scope for employment opportunities. In fact due to their increasing importance hotels are becoming centers of a wide gamut of social, commercial, cultural, governmental, diplomatic and entertainment activities. Therefore hotel industry can be rightly referred to the backbone of the tourism industry.⁵

Whereas, the supreme power for all the tourism laws in England and Wales is held by the United Kingdom government, whereas for the Scotland it is held by Scotland government. The tourism laws have been defined under the Tourism Act 1969 where separate boards have been created for all the regions known as VisitBritain, VisitScotland and VisitWales.

The respective national assembly's have the full right in providing the financial assistance in carrying out tourism projects. The above mentioned act does not extend to Northern Ireland.

The service provider in Northern Ireland needs to adhere to laws formed by Tourism

Northern Ireland. It involves laws with regard to accommodation providers, liquor and entertainment licensing, public liability insurance and even rules regarding food waste regulations. Any accommodation provider must comply with the Tourism Northern Ireland Order 1992.

Tourism regulations regarding the packaged tours being sold to the tourists are explained in the Package Travel, Package Holidays and Package Tours Regulations 1992. It explains the laws regarding the marketing do's and don'ts while keeping the interests of the tourists in mind. It also explains the importance of details to be included in the packaged tours only if being provided by the service providers to the tourists. It discusses the obligations to be faced by the operators in case of non fulfillment of contracts. Tourist awareness about laws of land in package plans is beneficial for tourist.

The laws and regulations in France have been explained in "code du Tourisme". French law also takes into account the directives of the European Community, including the Directive of 13 June 1990 on package travel, package holidays and package tours, intended to eliminate certain distortions in competition and standardize the rules governing consumer protection.

Various international conventions, including conventions on the *Carriage of Passengers which limit the liability of air, rail and maritime carriers* and the *Convention on the Liability of Hotel-keepers concerning the Property of their Guests*, complete the French legislative context.

The reform brings simplicity and transparency. The role of developing and monitoring tourist activity is essentially entrusted to the new Agence de développement touristique de la France "Atout France", which will act through two commissions.

The *Commission de l'immatriculation* is in charge of the registration and supervision of agents and other travel operators. Its composition is subject to rules of impartiality and independence, a major innovation when one considers that, previously, a commission made up of members of the profession was involved in the process of granting licenses to newcomers to the industry.

The *Commission de l'hébergement touristique marchand* is responsible for developing and monitoring the classification of hotels and other types of accommodation. Industry professionals are represented on this commission which makes sense given that its mission is prescriptive, whereas the first commission has the authority to register and monitor industry participants.

Spain also known as Espania is famous for its Gothic structures, museums, cuisine and beaches. Spain has now become the world's second most popular tourist destination replacing United States of America. The famous cities like Madrid, Barcelona and Valencia attracts large number of tourists. The number of tourists visiting Spain broke records for the fifth straight year in 2017, despite militant attacks in Catalonia and political uncertainty over its independence movement in Spain the tourism accounts for around 11 percent of the economy. According to final data for the first 11 months of 2017, British tourists remained Spain's largest group of visitors by nationality, accounting for 18 million tourists.

Spain's new tourism law, is focusing on various shortcoming which it has been facing for some time now. The new law focuses on curbing the number of tourists by putting a cap on the upcoming accommodations.

Also, the Balearic Parliament passed the reform of the Tourism Law from 2012 aiming at limiting the role of holiday rentals in the Balearic Islands. The new law now states the rental period limit to 60 days a year. The license applications of the rentals were even frozen for some time until the decision regarding areas were made.

The travel industry is regulated by several laws specially focusing on consumer protection known as "Ley de Defensa de consumidores y Usuarios". Additionally the law 21/1995 and law 39/2002 specifically regulate the package holidays industry, consumer rights and travel operators obligations.

In Spain, the autonomous regions are responsible for the legislation and promotion of tourism. The state plays an important role in international relations, planning of tourism activities, its promotion and marketing and even forming of tourism policies and regulation.

Other than the usual laws, in Spain "The Paradores de Turismo de España: a state company under the control of the Spanish Tourism Institute, works towards the management and operation of state owned properties - mostly historic buildings that have been purpose-adapted as hotels. The concept has proved enormously successful in recovering and conserving Spain's historical heritage as well.

Italy is also one of the most preferred destinations of the world. The famous cities like Rome, Milan, Florence Venice are famous for art, culture and fashion as a result these places are great tourist attractions. Italy was an old

fashion hub in Europe and even today it tops the fashion industry.

Italy has the most complex set of tourism laws, the visitors are never taken lightly any time the tourists can be asked to show their original passport for identification and if a person fails to show then he is asked to produce them before 12 hours. Even in restaurants the prices of things are fixed and the menu is displayed outside the restaurant along with the rate chart so that no one is cheated by the restaurants.

In Italy the tourists have to follow some rules and ethics, in some towns the tourists may be fined if they drop litter, in some towns sitting on the historical monuments and church steps and eating and drinking on them, taking bath and entering on public fountains is an offence. Buying products from the illegal traders, vendors and hawkers who operate on the streets is an offence the local police can anytime stop the tourist and fine them if found in doing so.

The most complex set of tourism laws can be found in Italy, where the regions have the legislative power over the tourism policies. All the 20 regions decide their own tourism policies and its different aspects as well except a few. The regions have full liberty on deciding the rules and regulation in regard with the service operators, the tour packages and their promotion and marketing. But, when it comes to the regulations regarding the tourist guides, these are regulated at National Level and European Union Level. Many cities of Italy have their own rules and regulations for tourism sector in some places and hotels a small amount of tax is imposed on the tourists. The rate of tax varies from city to city and it depends upon the star rating of the hotels.

Focusing on its promotion, the law 80/2005 established ENIT [National Tourism Agency] and companies within the agencies like Promote Italy which works towards its promotion in the international markets. "Promuovi Italia" is a technical assistance agency that reports directly to the development and competitiveness of tourism. Its major role is deciding on the marketing strategies.

Some new and unusual laws have also been brewing in Italy focusing on the increasing the quality of tourism and its tourists. The government aims at the interests of its tourists by targeting the counterfeit products, in response to illegal trading. The law now states selling of counterfeit products as a punishable offense.

The European countries dealing with tourism

have united in criminal investigations of the tourists, over the years the council of Europe and the European Union have developed a number of treaties, council, Acts and Council Framework Decisions in order to enhance police and judicial cooperation. Multilateral arrangements have been established at the international and European Union levels. This includes Interpol, Europol, police-liaison networks and European Judicial Network and Eurojust. If the tourist disappear abroad while on holiday the responsibility of the police and judicial authorities of the country where it occurred. If a local investigation renders no results, help may be offered from the country of the origin of the missing person.⁶

Tourism in Bhutan began in 1974. The Tourism Council of Bhutan (T.C.B) sets strict laws and regulations that are designed to discourage mass tourism. IN 1974 ONLY 287 TOURISTS VISITED Bhutan.

Destinations like Bhutan have been working on tourism policies for quite some time now as well. Its laws and regulations majorly focus on curbing Mass Tourism. The Tourism Council of Bhutan has set strict rules and regulations in limiting the tourism in numbers but at the same time providing quality tourism. It focuses on providing its tourist a unique insight of the destination.

According to its law, independent travel is not permitted. All tourists visiting Bhutan are required to travel through an authorized travel operator on a pre-planned, pre-paid and guided packaged tour. The government has even stipulated a fixed rate for the packages under which the tour operators cannot sell its packages at discounted rates.

Also the Bhutanese Government has imposed a strict minimum spend for its visitors on daily basis.

Status of Tourism Laws in India

In India tourism has now been granted the status of an industry. In India tourism is growing at a fast pace the tourist destinations are trying to allure the tourists with the best possible facilities. In India tourism started developing fully during the post independence era, earlier too India was famous to the outside world but the western countries popularized India as a destination of snake charmers, half naked hermits.

The Constitution is the supreme law of the land. In India to the constitution is above all. The

constitution of India provides us with certain right and freedoms Article 19 and Article 21 speaks about certain rights which a tourist can enjoy. Though there are certain restrictions for trespassing by the tourists but tourists can freely move to place where he likes. In certain areas the tourists have to take permission for that the permits are granted by the government.

The economic importance of tourism in India and the present stage of its development has also brought into sharper focus the need for appropriate central legislation to coordinate and control the activities of the industries on professional lines and insure observance of high ethical standards commensurate with the needs/demands of an international activity. This is especially so because global tourism is becoming highly competitive in the neighboring destinations/countries.⁷

There had been cases in India where foreigners have been given justice by the courts, though the procedure is slow but no one is denied justice, the Delhi High Court gave 76 page judgment in this case. Klaus Mittelbchert v East India Hotels Ltd⁸ the German national co-pilot of Lufthansa airlines, who died after suffering head injuries because of the negligence of the staff by putting depth board wrongly in swimming pool of Oberoi Intercontinental, the hotel was liable to compensate him Rs 50 lacks for the consequences of the accident. In this case though justice was given but very late, there should be provision of speedy justice in tourism Industry. In another case a UK based tourist whose name was not disclosed was bitten by a stray dog in Goa in 2005, after long treatment of rabies infection in Walton Centre in Liverpool she died, in such cases the need of law arises what remedy and law is there for the victim in India. In Unisource Trading (India) Pvt Ltd v Contential Airline Cargo.⁹ A Saudi boy aged four was electrocuted in the childrens swimming pool at a tourist resort at Ammankary district in Kumarakam on 24 th August 2017 leading to his death. The autopsy report confirmed that the boy had died of drawing, one of the police officer said that the there were two other children inside the pool, in such types of cases what type what type of remedy is there for the victim and his family.

In another case Zainab Bte Yousaf v The State of Maharashtra¹⁰ an international couple wife aged 47 a Singapore national and husband aged 62 a Japanese national were arrested on 27th November 2000 by officers of customs, Air Intelligence Mumbai at the International

Airport for violations of the provisions of the N.D.P.S Act they were sentenced a rigorous imprisonment of 10 years and a fine of 1 lakh each, also the court ordered the couple to be maintained by the state and provided medical facilities.

In recent times, India too do not want to lag behind in Tourism, the government is trying hard to encourage the tourism and related activities, the government is also working on its major tourist destinations and implementing laws for the destinations well being. For instance, the regulations for Taj Mahal have been changed which includes a change in the fee structure of the visit and duration of the validity of the ticket. The following steps have been taken considering the issues in regard with mass tourism as well as the interests of its tourists. The role of National Green Tribunal has been remarkable in saving the Environment. The government is also concerned with the protection and conservation of the endangered species of flora and fauna. Exports of wild animals indigenous to the country and articles made from such animals like, pelts, hides, fur, ivory, rhinoceros horn etc have totally been banned. The export of sandalwood in any form and products like powder, showpieces, dust, pulp made from it are prohibited.¹¹ These days various cases of smuggling of endangered turtles by the foreigners are reported.

India has been related as the "best country brand for value of money" in Country Brand Index. Tourism industry is a booming industry with all types of tastes and choices for the visitors, India has top class airports, hotels in prime locations, the railways connectivity is good overall India offers a complete package to its tourists. There are certain areas where the foreigners are not allowed to visit without permission while in India the foreigners have to follow some code of conduct in some Hindu temples the foreigners cannot in short skirts mostly a wrap around cloth called dhoti is provided if the tourist is not dressed accordingly. It is advisable to the tourists not to interfere with the local traditions and religious practices this can hurt the religious feelings of the local population and sometimes the locals may turn hostile towards the foreigners. India lag behind in Tourism laws if Tourism laws are implemented for tourism industry then this can open vivid image of the tourism sector and related issues. The Seventh Plan proposed that tourism be declared an industry.

Complexities of Legal Issues in Tourism

The tourism industry is very wide and complex, it is not confined to a few countries but instead it is spread to all the countries /destinations of the world which are involved in tourism and related activities.

Therefore, the nature of tourism laws is way too wide, from accommodation laws to conservation laws for its cultural sites to even laws for the service providers and at the same time for the protection of its consumers. Tourism laws regulates at different levels, regional levels at some countries. There is no law in our country which prescribes the amount of compensation in the case of DBC (Denied Boarding Compensation) and it depends upon the contract between the passengers and the Airlines. In case there is no such contract the passengers are awarded under the law of Torts.

The destinations image influences the travel behavior both positively and negatively.

The Morality of Tourism

The morality of tourism is concerned with the various aspects the morality is concerned with the good and evil or right or wrong, and the right or wrong actions of the tourists. There are a lot of problem which the tourists industry is facing which include depletion of natural resources, environment destruction, pollution of

land, air, water, defacement of the environment, visual pollution, economic, imperialism, sexual exploitation, economic factors all contribute of the tourism industry.

Conclusion

Laws dealing with tourism are not confined to the tourist and his safety only. The laws are set of guidelines which guide the tourists not do indulge in any unlawful activity which the country does not permit and not to hurt the sentiments of natives by deliberately interfering and mocking the culture as every person is attached to his indigenous culture and traditions. The main challenge for every tourist country is to preserve the indigenous culture and heritage along with sustainability. Tourism is a smokeless industry, it occupies a pivotal place worldwide, the tourism industry is a vast industry with many segments its focus the only place where it lags behind is 'Law' for the Tourism Industry. Laws are not uniform in every society, every country has some ethics and ethos which the country follow proudly and expect the visitor/tourist not to intrude or spoil it, certain deeds and acts are permissible by law and certain acts of visitors are penal offences. Therefore many countries have incorporated tourism laws which are to be followed and obeyed by the tourists in order to save them from landing into any trouble.

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Research Note

Chanderbhaga River, Its Ancient History and Resurgence Through Sangam Parv

Chandra Mohan Parsheera

Chanderbhaga name for the combination of two rivers in Lahul Valley is found more visible in old Hindu texts called Puranas. The ancient name of this river in Vedic period was Asikni which is praised in "Nadi Sukat" of Rig-Veda along with Ganga, Yamuna and Sarasvati Rivers. According to Shiv Puran, the mountain range starting from Chanderkhani in Kullu region to Drilbu Ri in Lahul is called Chanderbhag Parvat, so the river flowing underneath was named Chanderbhaga whereas one river was called Chandra and second one Bhaga. There are three rivers originating from Baralacha Massif situated in Lahul valley, which are Chandra, Bhaga and Yunam. Chandra and Bhaga meet at Tandi and form Chanderbhaga Sangam whereas Yunam moves to other direction in Zaskar. Baralacha Massif is the unique source of three different and popular rivers in the world.

This river is well known as Chenab too. The eminent historian of Trans Himalaya; Tsering Dorje believes that Persian travelers named it *Aab- E- Cheen* which means River of China and later generations made it simple calling Chenab. Google links it with two words, *Chan and Aab* where Chan means Moon and Aab means River. The river further moves to Jammu Kashmir and later enters into Pakistan through Punjab. The Greek named this river as Sandro Fagus which means the river which devoured Alexandra.

Chenab becomes very significant once we recall the eternal love stories of Heer Ranjha, Sohni Mahiwal and Suni Bhunku who made Chenab a River of Love. Prominent Urdu poets Iqbal and Faiz Ahmad Faiz constructed long-lasting literature on the banks of Chenab and Shiv Kumar Batalvi, who was most known for his romantic poetry, noted for its heightened passion, pathos, separation and lover's agony, also remained associated with Chenab because he was born near Sialkot. Time faded the ancient

name Asikni and somehow Chanderbhaga and people remembered Chenab.

Shiv Puran mentions meditation of Devi Sandhya at the confluence of Chanderbhaga. According to Bhagwat Puran great saint Vashisht got married at this confluence and Sakand Puran ensures a holy dip in Chanderbhaga River is equivalent to Ganges. Vaikunt Puran links this river with lord Shiva and Matsya Puran claims the wind which flows touching this river gets the medicinal effect and is very useful for the sentient beings.

Chanderbhaga Sangam is used by the locals to immerse mortal remains and it is mentioned by several historians that Droupadi was died here while she was moving to heavens with her husbands. She was found dead near Sangam by the local people who performed her last rituals after establishing a relation of mother and sons with her dead appearance. It is believed that from that time locals are immersing the mortal remains in this river. Later when the valley got Buddhist influence, this ritual was decorated in even better way naming it *Tsa -Tsa*. It was a technique to keep the mortal remains in nearby monastery of Ghanta Pa Siddha and later monks used to mix the powder of last remains with clay and make small Buddhist stupas to be kept under the rocks and immerse in Sangam. A huge celebration was followed with locally made beer and different dances during the *Tsa-Tsa* celebration those days.

Slowly *Tsa- Tsa* celebration went invisible but revived in 2016 when a huge tribute was paid by this tribal Hindu- Buddhist population to VHP leader Ashok Singhal whose mortal remains got immersed in this holy Sangam. Using his mortal remains Buddhist monks revived almost a century year old *Tsa- Tsa* ritual. People have gathered from every corner of this frontier land and a big festival was started named Chanderbhaga Sangam Parv.

Dr. Chander Mohan Parsheera, a professor of tourism in Himachal Pradesh University and a social activist has become the architect of this whole plan of resurgence. He said, after the final rituals of Droupadi, history has no evidence of such large amalgamation of local people at Chanderbhaga Sangam. It explains our deep connection with Chanderbhaga Sangam where the mortal remains of our forefathers are preserved.

He claims the water of this river doesn't decay like the water of River Ganges and this is one among the eight great funerals of India including Kashi and in Buddhism it is known as Dudhthod Chenmo.

During last two years he thoroughly investigated the history of this river and made it accessible to every house hold so a wide faith can be developed within the community. He says, the land of Lahul reflects the element of Mount Kailash which is worshiped by both Hindu and Buddhists. According to the Buddhist scriptures, the history of Chanderbhaga talks about different sages and Buddhist masters from Mahasiddha Ghanta Pa (Drilbu Pa), Gyalba Gotsang Ba, Gyalba Urgyan Pa and further to Tag Tsang Ras Pa and Gyalba Gyatso who have meditated alongside of this river under the holy peak of Drilbu Ri and established different fruitful practices for the spiritual elevation of tribal population of this district.

Chanderbhaga River and its sacred Sangam is mentioned in oldest religious books of Buddhism like Sutpitak, where the monks have seen Viraj Buddha above the Sangam and other ancient scriptures like Khudaknikay, Apdanpali and Vimanbattu also talk about the Sangam. Buddhist of the valley call it Tang -Ti, which means water of heavens and the last rituals of every Buddhist is performed in this sacred confluence of Chanderbhaga.

Second Chanderbhaga Sangam Parv was celebrated in 2017 where about around ten thousand local people have assembled. This time the event was inaugurated by central minister for tourism and culture, Dr. Mahesh Sharma many eminent people from the country marked their presence including Chief Minister

of Haryana, Manohar Lal Khattar and former Chief Minister of Himachal Pradesh Prof. P.K Dhumal.

Parsheera says before we move for developing this site for the local devotees and global tourists, we wanted to construct a nationwide faith for the Sangam and we did it successfully. Arrival of central minister made it a national event very naturally and now it is the time to think about infrastructure development including Ghats and other facilities. He expects one day people from Sialkot and other parts of Pakistan would also like to visit Sangam Parv to explore first moments of their existence and civilization.

He says in coming one year, a tunnel of almost 9 Kms is likely to open and operational under the mighty Rohtang Pass to connect Manali with Lahul valley which will certainly support life in this snowbound region but simultaneously it will bring cultural and economic intruders to the valley. Being a professor in tourism, he has offered central government and state government with his modified Bhutan Model for this frontier tribal district so the rich heritage and culture can be protected. He says, Sangam Parv will not only give Sanskar(values) to the coming generation but they will find it a thick wall of protection too because through this annual event people are learning about their glorious history and responsibility to preserve it.

In the first Sangam Parv more than 100 villages have gathered rice, sugar, Ghee, milk, spices and pulses here and the Sangam Committee offered tea, sweets and food to every visitor for both Sangam Parvs of 2016 and 2017 out of it.

Parsheera says, as a local I have extreme love and respect for this sacred river and its Sangam, as a teacher I have published three booklets on the combined Hindu- Buddhist history of Chanderbhaga Sangam so the world starts knowing importance of this river. I have started a Parv (fair) to promote river heritage of Chanderbhaga, now it's the responsibility of Governments and local community to continue it for the future. This is the first fair started by the local community in respect of any river in modern India so I am hopeful for its glorious future.

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